



**Position Title:** Tourism Ambassador

**Department:** Administration

**Reports To:** Community Coordinator

**Status:** Student

**This job description is:**            New            Revised    X

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### **Job Summary:**

The Township of Havelock-Belmont-Methuen (H-B-M) is a wonderful place to live, run a business, and to stay, play, dine, and shop. The Township supports and advocates for local businesses and actively promotes the summer tourism season in Havelock and area. It is the Township's goal to ensure all visitors have the information they need to satisfy their desire for local Stay, Play, Dine and Shop experiences.

The Township of H-B-M operates the Visitor Centre located on the south side of Highway 7 in the Village of Havelock, which is operational 3 days a week from the first weekend in July to the last weekend in August. The Visitor Centre is staffed by students who provide superior service whether in-person, on the phone, in an email, on the website, and/or, on social media.

### **Duties and Key Responsibilities:**

- Welcome visitors to the Visitor Centre with genuine enthusiasm for our local community, businesses, and tourism attractions.
- Consistently interact with others in a friendly, positive, and service-oriented manner.
- Prepare tourist info packages as required, maintain brochure racks and promotional materials.
- Update Township's website, social media platforms and answer visitor calls and emails.
- Promote local businesses, tourism assets, tourism experiences, and community events.
- Promote Peterborough & Kawartha as a destination of choice.
- Fulfill all statistical tourism tracking and reporting requirements.
- Other duties may be required by the Township of H-B-M.
- Ensure the confidentiality of all information in accordance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).



### **Supervisory Responsibilities:**

The incumbent has no supervisory responsibilities.

### **Knowledge, Training and Qualifications:**

- Prior customer service, and/or service experience considered an asset, but not essential.
- General experience with social media and websites.
- Excellent oral and written communication skills.
- Strong organizational ability.

### **Key Performance Competencies:**

- **Communication & Public Engagement:** Strong interpersonal and communication skill sets (written & verbal).
- **Customer Service & Community Relations:** Able to engage visitors in a friendly and professional manner while actively listening to their questions and requests for information.
- **Planning, Organization & Accountability:** Self-motivated and willing to go above and beyond to ensure superior visitor experience.
- **Administrative & Analytical Skills:** Performs a wide range of administrative functions with accuracy and attention to detail; conducts research and analyzes information to support community development, tourism, funding, and program initiatives.

### **Working Conditions:**

- This position will require weekend work, Thursday-Saturday in July and August.  
Thursday – 10:00am – 4:00pm  
Friday – 10:00am – 6:00pm booth at the Farmer's Market, Visitor Centre closed  
Saturday – 10:00am – 4:00pm
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- Moderate physical demands, including walking, standing, and light lifting.
- Regular use of office equipment and computer-based systems.
- Frequent interaction with the public, community groups, volunteers, elected officials, and partner organizations.



**Contacts:**

**Internal:** Council Members, CAO/ Municipal Clerk, Community Coordinator, Parks and Recreation and Public Works staff.

**External:** General public, Business Owners, Community Organizations, Local Media.

*The Township of Havelock-Belmont-Methuen is committed to providing accommodation in accordance with the Ontario Human Rights Code. This job description outlines the general nature and level of work performed and is not intended to limit accommodation requests.*

**Employee Acknowledgement**

I acknowledge that I have received, read, and understand the Job Description for this position. I understand that this job description outlines the general nature and key responsibilities of the position and does not represent an exhaustive list of all duties that may be required. I understand that the duties, responsibilities, and requirements of this position may be revised from time to time to meet operational needs.

\_\_\_\_\_  
Signature of Incumbent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of CAO/Clerk

\_\_\_\_\_  
Date