

JOB DESCRIPTION – DIGITAL VISITOR SERVICES COORDINATOR

Job Title	Digital Visitor Services Coordinator
Reports to	CEO

Job Purpose

The Digital Visitor Services Coordinator plays a pivotal role delivering convenient, relevant and innovative visitor information services across multiple platforms-including email, telephone, social media, and the web. You will inform and inspire visitors throughout every stage of their travel planning journey focusing on driving business to Tourism Canmore Kananaskis members. Additionally, the role supports the organization's daily operations through various administrative tasks that support staff and ensure smooth efficient workflows.

Duties and Responsibilities

- Act as a passionate ambassador for Canmore and Kananaskis while providing exceptional customer service to visitors from all around the world.
- Exceed visitor expectations by recommending personalized and authentic experiences that enrich the travel experience.
- Boost visitor engagement and drive bookings, encourage longer stays and increase spending.
- Provide timely, accurate, courteous, information to inquiries across multiple platforms.
- Collect and document Consumer Market Intelligence (CMI) on all visitor interactions to support business insights.
- Update and maintain local event listings on explorecanmore.ca.
- Liase with members to organize and coordinate bookings for familiarization (FAM) tours.
- Arrange business travel bookings for staff as directed.
- Prepare and process expense reports for senior managers as directed.
- Ensure CRM entries for members are accurate and up to date.
- Provide event management and execution support as required.
- Assist with maintaining the office environment by organizing and ensuring spaces are tidy and organized
- Conduct in-person destination visitor counselling as required.
- Assist with creative projects and administrative tasks to support the organization's goals.
- Other duties as assigned.

Qualifications

- Minimum of 1-year working in an office environment
- Extensive knowledge of Canmore and Kananaskis' tourism offerings
- Excellent communication, organizational, and time-management skills
- Exceptional attention to detail and the ability to handle multiple priorities
- Working knowledge of Microsoft Office Suite, SharePoint and Windows
- Working knowledge of CRM systems, Hubspot an asset
- Ability to build and manage relationships with external stakeholders
- Ability to thrive in a fast-paced, entrepreneurial environment
- A passion for delivering outstanding customer service

