



TOURISM AMBASSADOR (EXTENDED SEASON)

Position Title: Tourism Ambassador (Extended Season)

Job Type: Full-Time Seasonal Position (35 hours per week, may include weekends and holidays)

Job Duration: 26 Weeks (May – October)

Supervisor: Director of Marketing & Tourism Development

Location: Municipality of Barrington Administrative Centre, Visitor Information Centre & various locations throughout the Municipality of Barrington

Position Summary

The Municipality of Barrington welcomes visitors from around the world each year, with peak activity during the summer and early fall seasons.

We are seeking a motivated and experienced Tourism Ambassador to play a key role in delivering exceptional visitor experiences while supporting the day-to-day operations of the Barrington Visitor Information Centre.

This extended-season position offers the opportunity to take on additional responsibilities, including supporting leadership functions, mentoring seasonal staff, and assisting with the coordination of tourism initiatives.

The successful candidate will help showcase the Municipality of Barrington's unique coastal experiences, strengthen visitor engagement, and contribute to ongoing tourism development efforts throughout the season.

Key Responsibilities

Visitor Experience & Promotion

- Represent and promote the Municipality of Barrington in a welcoming, professional, and engaging manner
- Provide accurate and personalized travel information to visitors and residents
- Encourage longer stays by highlighting local attractions, experiences, and events
- Travel to various locations and events to promote the Municipality

Visitor Information Centre Operations

- Support the day-to-day operations of the Visitor Information Centre
- Ensure the VIC is well-maintained, organized, and fully stocked with current materials
- Maintain literature, brochures, and promotional displays
- Track and record visitor statistics and trends

Content Creation & Marketing Support

- Produce high-quality content for social media, website, and other marketing channels
- Capture and maintain a library of photography and video content
- Assist with marketing campaigns, promotions, and tourism initiatives
- Monitor and respond to visitor inquiries online and in person

Leadership & Coordination

- Provide guidance and support to summer Tourism Ambassadors
- Act as a point of contact in the absence of the Director when required
- Support scheduling coordination and daily task delegation as needed

Administrative & Project Support

- Maintain accurate records and assist with reporting and evaluations
- Assist with visitor services
- Support special events, projects, and tourism-related initiatives
- Conduct research and update databases as required

Other Duties

- Adhere to all Municipality of Barrington policies and procedures
- Perform additional duties as assigned

Knowledge & Skills

- Strong customer service and interpersonal skills
- Excellent written and verbal communication skills
- Experience with social media platforms and digital content creation
- Strong organizational and time management skills
- Ability to work independently and as part of a team
- Leadership ability and confidence in guiding others
- A strong knowledge of the Municipality of Barrington and surrounding areas
- Valid driver's license required

Assets

- Experience in tourism, hospitality, or customer service
- Experience in a leadership or supervisory role
- Basic graphic design skills
- Experience in photography and video production

Who Should Apply

This position is open to individuals of all backgrounds who are passionate about their community, enjoy working with people, and are interested in tourism, marketing, or customer experience.

How to Apply

Please submit your cover letter and resume by email or drop-off/mail to:

Attention: Suzy Atwood

Director of Marketing & Tourism Development

Municipality of Barrington

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