



Tourism Smithers – Join our Team: Visitor Centre Manager

Job Title:	Visitor Centre Manager
Reports to:	Tourism Smithers Board of Directors
Start Date:	April 1 (earlier start day is possible).
Hours:	Monday – Friday 9 am – 5 pm, 4-5 days per week, with some weekends. (37.5 hours/week)
Salary range:	\$55,000 - \$60,000
Location:	Smithers Visitor Centre, 1411 Court Street, Smithers BC

Job Overview

The Tourism Smithers Society, is the not-for-profit Destination Marketing Organization in Smithers. The Visitor Centre (VC) is a hub for visitors, and a resource for residents and businesses, promoting events, attractions and activities of key interest to visitors. The VC is part of the Destination BC Visitor Services program.

We are looking for a dynamic and skilled office and people manager. As VC Manager you will utilize your skills in office administration, team management, and visitor services. You have strong interpersonal skills, are creative and have a passion for interacting with visitors and promoting tourism activities in the Bulkley Valley.

The VC Manager oversees daily operations, staff (including volunteers), and visitor experience, focusing on promoting local attractions and stakeholders, managing sales (gift shop/tickets), assisting with marketing as requested, and ensuring excellent customer service, requiring strong leadership, local knowledge, and computer skills to boost the visitor experience and meet organizational goals.

Key Responsibilities

- **Operations:** Manage daily center activities, facilities, cleanliness, and office procedures (reservations, supplies).
- **Staff & Volunteers:** Recruit, train, schedule, supervise, and motivate staff and volunteers, fostering a positive team environment.
- **Customer Service:** Provide expert local information, resolve issues, and ensure a welcoming, helpful atmosphere for visitors.
- **Sales & Retail:** Oversee gift shop inventory, sales, and POS systems.
- **Marketing & Promotion:** Assist Tourism Smithers marketing organization with social media, website maintenance, coordinate production of SWAG and visitor information materials to hand out or sell on-site, and assist with



Tourism Smithers programs as requested (e.g. Silver Dollars, Ski & Stay, etc.).

- **Reporting & Budget:** Monitor budgets, track statistics, and report on performance to senior management.

Essential Skills & Qualifications

- **Leadership:** Strong management, team-building, and problem-solving skills.
- **Customer Focus:** Excellent communication, interpersonal, and public relations skills, with patience and resilience.
- **Local Expertise:** In-depth knowledge of local attractions, events, services, and geography.
- **Technical Skills:** Proficiency with MS Office, internet, social media platforms, and office equipment.
- **Flexibility:** Available to work a variety of shifts including weekdays, weekends, and holidays. Weekend work is required for special events or summer coverage.
- **Physical Ability:** Ability to lift supplies (e.g., 40-50 lbs), stand, and perform varied tasks.
- **Destination BC** – fulfill requirements for Visitor centre training manager. (training will be provided)
- **Valid BC Driver's License** is required.
- **Must be Canadian Citizen**
- **Grade 12 education required**, post-secondary training in tourism, hospitality, business or related field preferred.
- Experience in tourism, customer service, hospitality is an asset.
- Experience leading youth or volunteers is an asset
- Entrepreneurial experience is a plus.

Typical Environment

- Fast-paced, dynamic, goal-oriented setting.
- Collaborates with tourism, recreation and cultural organizations, businesses, and community partners.
- May involve working varied hours, including evenings or weekends.

How to Apply: Please apply with your resume and cover letter by email to gatrill@tourismsmithers.com. **Documents must be received by Feb. 13, 2026**