



Job Title: Visitor Centre Manager – Valemount Visitor Interpretive Centre

June 17, 2026

Valemount Visitor Interpretive Centre
785 – A Cranberry Lake Rd (next to the Valemount Village Office)

Visitor Centre Manager – Tourism Valemount Society is seeking an experienced and motivated individual with a strong passion for tourism and destination promotion. The successful candidate will oversee the operations of the Valemount Visitor Interpretive Centre (VIC) and lead the team in delivering exceptional visitor experiences while promoting Valemount and the surrounding region.

Full-Time – 40 hours per week

Compensation: Starting at \$27.00 per hour. Includes employee benefits package and sales incentives/commissions.

Job Position Description:

We are seeking a dynamic and experienced **Visitor Centre Manager** to oversee the daily operations, staff leadership, and overall performance of the Valemount Visitor Interpretive Centre. The ideal candidate will demonstrate strong leadership, operational management skills, and a deep commitment to tourism and hospitality excellence.

Reporting to the Executive Director, the **Visitor Centre Manager** leads frontline visitor services, supervises staff, and oversees daily VIC operations. This role requires strong sales skills to drive retail performance and promote local tourism offerings. Responsibilities include staffing, scheduling, visitor communications (in-person and online), and ensuring smooth day-to-day operations, including opening/closing, data reporting, and inventory management. The position also oversees retail operations, including receiving, merchandising, stock control, and POS management.

Key Responsibilities:

Leadership & Operations

- Oversee day-to-day operations of the VIC, ensuring smooth and effective service delivery
- Lead, mentor, and supervise VIC staff and volunteers

- Work closely with the Executive Director on operational planning, reporting, and performance

Staff & Program Management

- Manage staff scheduling, training, and performance evaluation
- Support volunteer coordination, program development, and event planning
- Foster a positive, inclusive, and welcoming environment for staff, volunteers, and visitors

Strategic & Administrative Oversight

- Collaborate with the Executive Director on budgeting, scheduling, and operational planning
- Monitor retail operations, inventory, and sales performance
- Ensure accurate data collection, reporting, and alignment with organizational goals

Visitor Experience Excellence

- Provide leadership in delivering outstanding visitor services
- Maintain up-to-date knowledge of local, regional, and provincial tourism offerings
- Act as a lead Visitor Information Counsellor when required

Experience & Skills:

- Demonstrated leadership and management experience in a tourism, hospitality, or customer service environment
- Strong organizational, interpersonal, and communication skills
- Strong retail sales skills
- Ability to multitask, prioritize, and work independently and under pressure
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) and Microsoft Teams
- Experience with data collection, reporting, and spreadsheet management
- Experience with graphic design tools (Adobe Creative Suite or Canva) is an asset
- Strong problem-solving and decision-making abilities
- Commitment to maintaining a positive and welcoming environment
- Knowledge of social media campaigns, and engagement

Additional Requirements:

- Valid Class 5 driver's license
- Willingness to work flexible schedules, including weekends and statutory holidays
- Ability to work across multiple locations and outdoors in varying weather conditions
- Willingness to wear a uniform and/or appropriate equipment as required

Tourism Valemount is committed to building a skilled and diverse team. We encourage applications from all backgrounds and experiences.

Contact/Application Information:

To be considered for this exciting opportunity, please submit your application with a cover letter by email to execdirector@visitvalemount.ca by **June 30th, 2026**.

Only applicants selected for an interview will be contacted. Thank you for your interest—we look forward to hearing from you.

Contact/application information: