



Town of South Bruce Peninsula

Tourist Information Attendant

Position Description

Job Title: Tourist Information Centre Attendant

Hours: up to 40 per week

Rate: \$17.78 to 19.24 (9 weeks)

Location: Hepworth Information Centre, South Bruce Peninsula

Reports To: Manager of Economic Development & Communications

Summary of Duties:

The Tourist Information Centre Attendant is the face of the Town of South Bruce Peninsula, providing visitors with a warm welcome and valuable information about local attractions. You will be responsible for answering phone and walk-in inquiries, assisting tourists at the Hepworth Information Centre, adding events to community calendar and contributing to the promotion of the area as a top travel destination. With your customer service skills, you'll help make every visitor's experience memorable while supporting tourism initiatives that showcase the beauty and charm of South Bruce Peninsula.

Key Responsibilities:

- **Visitor Assistance:** Greet visitors and provide detailed, accurate information on local attractions, events, and services.
- **Marketing & Communications:** Coordinate the marketing and advertising efforts for tourism projects and events, and create compelling content such as brochures, posters, and publications.
- **Research & Feedback:** Conduct background research to support tourism initiatives and gather feedback from visitors and event stakeholders to improve future events.
- **Community Engagement:** Liaise with local businesses to share tourism and event information, fostering strong community relations.
- **Administrative Duties:** Maintain visitor records, track inquiries in an Excel spreadsheet, and handle miscellaneous duties as assigned.

Qualifications:

- General knowledge of the area and local tourist attractions.
- Ability to work weekdays and weekends, 9 am to 5 pm.
- Exceptional customer service skills and a positive attitude.
- Previous customer service experience is an asset.
- Strong written and oral communication skills.
- Computer knowledge

Working Conditions:

- High volume of tasks with shifting priorities, requiring attention to detail.
- A customer-first attitude and constant attention to service excellence.
- A self-starter with a proactive approach to problem-solving.

If you're passionate about tourism, enjoy working with people, and want to be an integral part of a vibrant community, we'd love to have you on our team!

Please submit your resume and cover letter to Danielle Edwards at Danielle.edwards@southbrucepeninsula.com by Feb 27, 2026.