

Coordinator, Visitor and Industry Services (Exempt)

Job Requisition	JR-2026-167 Coordinator, Visitor and Industry Services (Exempt) (Open)
Job Family	Exempt
Start Date	2026-07-08
End Date	2026-07-23
Primary Posting	No
External Posting URL	https://vernon.wd10.myworkdayjobs.com/Vernon-Career_EXT/job/Community-Services-Building/Coordinator--Visitor-and-Industry-Services--Exempt-JR-2026-167
Description	Application Closing Date:

Jul 23, 2026

Note: Posting comes off at 12:00am on the closing date, with the competition closing at 11:59pm the day prior.

Salary Range:

\$72,702.00 - \$85,531.77

Reporting to the Manager, Tourism Vernon, the Coordinator, Visitor and Industry Services is responsible for delivering visitor services and community-based tourism initiatives, with a focus on industry relationships and stakeholder engagement. This position oversees the mobile visitor services program and serves as a key point of contact for Tourism Vernon's industry-facing programs and services.

Duties Include:

Visitor Services

- Responds to visitor, group and tour operator inquiries via phone, email, in-person, on social channels and digital chat in a timely, informative and professional manner.
- Oversee the mobile visitor services program, including supervising, scheduling and training summer students.
- Provides visitors with creative and appropriate recommendations and activity options to support a positive destination experience and increased participation in local tourism offerings.
- Supports group, sport tourism and event activity by responding to inquiries, assisting with logistics, and connecting organizers and planners with appropriate local partners and services.
- Gathers and records statistical information related to each visitor and prepares reports for Destination BC.
- Attends special events or festivals throughout the year and disburses visitor information on behalf of Tourism Vernon.
- Coordinates the distribution of the Vernon Visitor Guide across the province as per BC Visitor Network Standards.
- Sets up and staff the mobile visitor services booths in the off season and when summer students are unavailable, including evenings and weekends.
- Facilitates Tourism Vernon's presence at local events.
- Collaborates with the Tourism Marketing Coordinator to develop visitor collateral aligned with the Tourism Vernon brand.
- Assists the Tourism Manager with the Visitor Services Network renewal application each year.
- Monitors and remains current on new things to do and see in and around the Greater Vernon area to help shape content and promotion.
- Responsible for tracking and maintaining all visitor services data in Destination BC's Visitor Network Data platform.

- Represents Tourism Vernon at local, provincial and national industry events.

Community Engagement and Outreach

- Works with the Tourism Manager to develop and implement new and innovative community and stakeholder engagement opportunities that support tourism growth and alignment with strategic priorities.
- Implements and oversees local brochure racking program.
- Collaborates with Tourism Marketing Coordinator to ensure Tourism Vernon's marketing platforms are accurate and up to date with stakeholder information, including Tourism's events calendar and business directory.
- First point of contact for Tourism Vernon's community programs including the Co-Op Marketing program, visitor guide advertising, and Tourism Vernon's Industry events
- Establishes and maintains relationships with tourism operators, event organizers and businesses to gather data, feedback and information pertinent to Tourism Vernon. In conjunction with Tourism team, plans and coordinates Tourism Vernon's annual industry conference.
- Acts as a key liaison for Tourism Vernon's forward-facing industry programs, supporting awareness, participation and ongoing communication with local tourism stakeholders.
- Supports the development and coordination of group, sport tourism and event opportunities by assisting with inquiries, logistics coordination and community connections.
- Assists local event organizers and tourism partners in navigating municipal processes, resources and Tourism Vernon supports.
- Identifies and shares opportunities to strengthen local tourism experiences, programming and partnerships through regular engagement with industry.
- Performs other duties as required.
- All persons employed by the City of Vernon will be required to assist the City in providing emergency services. Duties assigned during an emergency may differ from regular duties.

Required Education and Experience:

- Diploma in business, tourism, or related discipline.
- Minimum two years' experience in the tourism industry.
- Valid BC Drivers' License Class 5.
- A combination of relevant education and experience may be considered.

Required Knowledge, Skills and Abilities:

- Strong community/client focus and excellent interpersonal abilities.
- Demonstrated organizational abilities that include managing multiple projects simultaneously.
- Proficient in the use of computers, specifically Microsoft office, internet search engines and social media.
- Able to work in a fast-paced environment.
- Enjoys working as part of a team and independently.
- Must be able to work flexible hours including weekends and evenings.
- Ability to stand, ride E-bikes, and work outdoors while performing mobile visitor services.
- Ability to set up a 10 x 10 pop up tent and lift 10 to 15-pound items.

Preferred Knowledge, Skills and Abilities:

- Comprehensive knowledge of Greater Vernon businesses and attractions.
- Comprehensive knowledge of local, regional and provincial driving routes.
- Comprehensive knowledge of where to find specific information on tourismvernon.com and

- other relevant websites.
- Super Host Customer Service Training.
 - Experience working for or closely with a municipality.

To Apply:

Please submit your resume, quoting the appropriate competition online at [vernon.ca/careers](https://www.vernon.ca/careers) by selecting “apply” and creating a candidate profile. Internal applicants are asked to apply using their worker profile.

By making application, you are authorizing the City of Vernon to verify, through whatever means deemed appropriate, any information included in your applicant profile.

The City of Vernon wishes to thank all applicants; however, only those candidates selected for an interview will be contacted.

Worker Sub-Type	Permanent
Location	Community Services Building
Time Type	Full time
Locations	
Supervisory Organization	Tourism