



WOODLAND CULTURAL CENTRE

Job Description

Job title	<i>Guest Experience Associate</i>
Reports to	<i>Manager of Development & Engagement</i>

Job Purpose

Under the direction of the Manager of Development & Engagement, the Guest Experience Associate supports the daily operation of Woodland Cultural Centre's admissions, guest services, retail, outreach, and visitor engagement functions.

The Guest Experience Associate serves as a frontline ambassador of Woodland Cultural Centre and is responsible for creating a welcoming, engaging, informative, and culturally respectful experience for guests, visitors, community members, partners, and stakeholders.

This position supports admissions, retail operations, guest engagement, events, outreach initiatives, and organizational projects while contributing to the overall guest experience across Woodland Cultural Centre's facilities, programs, exhibitions, events, and services.

The ideal candidate is adaptable, self-motivated, team-oriented, and comfortable working within a dynamic environment where priorities, responsibilities, and operational needs may evolve over time. The Guest Experience Associate embraces continuous learning, cross-training, and opportunities to contribute to the ongoing growth and improvement of Woodland Cultural Centre.

Duties and Responsibilities

Guest Services & Admissions

- Welcome and assist guests, visitors, community members, school groups, and partners in a professional and culturally respectful manner
- Provide information regarding Woodland Cultural Centre exhibits, programming, tours, events, rentals, admissions, memberships, and community activities
- Process admissions, memberships, donations, retail sales, and other transactions
- Respond to telephone, email, and in-person inquiries and direct requests to appropriate departments when required
- Support a positive, welcoming, and informative guest experience at all times

Retail Operations

- Operate POS systems and process transactions accurately
- Maintain accurate cash handling, balancing procedures, and end-of-day reconciliations
- Assist with inventory tracking, stock replenishment, receiving, pricing, merchandising, and

product displays

- Maintain clean, organized, and visually appealing retail and reception spaces
- Assist in identifying retail opportunities, visitor trends, and operational improvements

Events, Programs & Outreach

- Assist with special events, exhibitions, tours, community programs, and organizational initiatives
- Support event setup, admissions, visitor flow, retail operations, and guest engagement activities
- Participate in community outreach initiatives, information booths, vendor markets, promotional events, and public engagement opportunities as required
- Act as an ambassador for Woodland Cultural Centre by promoting programs, services, memberships, fundraising initiatives, and community engagement opportunities

Cross-Training & Organizational Support

- Participate in cross-training initiatives and maintain a working knowledge of other departmental functions
- Provide support across multiple Woodland Cultural Centre locations and operational areas as required
- Assist with onboarding, training, and documentation of procedures, workflows, and operational processes
- Support organizational priorities and projects that contribute to service excellence and operational effectiveness
- Maintain flexibility and adaptability as organizational needs evolve

Continuous Improvement

- Assist in identifying opportunities to improve guest experience, retail operations, workflows, and organizational efficiency
- Contribute ideas and feedback that support continuous improvement and innovation
- Assist in documenting procedures, processes, and operational knowledge to support onboarding and succession planning
- Demonstrate initiative by supporting team operations during slower periods and assisting where needed

General Responsibilities

- Maintain confidentiality of visitor, donor, staff, and organizational information
- Promote a positive and professional image of Woodland Cultural Centre at all times
- Follow organizational policies, procedures, and health and safety requirements
- Perform other related duties as assigned

Qualifications

- Experience in customer service, retail, hospitality, tourism, visitor services, museum operations, or administrative support preferred
- Experience operating POS systems considered an asset
- Comfortable handling cash, debit/credit transactions, and basic financial reconciliation
- Bondable
- Strong interpersonal and communication skills
- Strong organizational and time management skills
- Ability to work independently and collaboratively within a team environment
- Demonstrated ability to adapt to changing priorities, evolving responsibilities, and organizational growth
- Willingness to learn new skills, systems, technologies, and operational functions
- Interest in Indigenous arts, culture, history, and community engagement
- Ability to build positive relationships with visitors, community members, partners, volunteers, and staff
- Strong problem-solving and conflict resolution skills
- Positive attitude and commitment to continuous learning and improvement

Working conditions

The Guest Experience Associate operates in a public-facing cultural, museum, retail, tourism, and event environment. Scheduling may vary based on operational requirements, staffing needs, visitor traffic, events, exhibitions, programming, and outreach activities.

Evening, weekend, holiday, and special event work may be required.

The Guest Experience Associate regularly interacts with visitors, community members, school groups, Elders, Survivors, and guests with varying physical, emotional, and accessibility needs, requiring professionalism, patience, cultural sensitivity, and adaptability at all times.

Physical requirements

This position may require prolonged standing and sitting, computer use, repetitive motion, lifting and moving inventory up to 20 lbs unassisted, climbing ladders, bending, reaching, and assisting with event setup, teardown, and retail operations as required.

Direct reports

Manager of Development & Engagement

Approved by:	
Date approved:	
Reviewed:	