



WOODLAND CULTURAL CENTRE

Job Description

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

Job Purpose

Reporting to the Manager of Development & Engagement, the Guest Experience Associate supports the daily operation of Woodland Cultural Centre's admissions, guest services, retail operations, outreach initiatives, and visitor engagement activities.

As a frontline ambassador of Woodland Cultural Centre, the Guest Experience Associate creates welcoming, engaging, informative, and culturally respectful experiences for visitors, community members, partners, and stakeholders. The position supports admissions, retail operations, special events, educational programming, outreach initiatives, and organizational projects while contributing to the overall guest experience across Woodland Cultural Centre.

The successful candidate is adaptable, customer-focused, self-motivated, and committed to continuous learning while supporting Woodland Cultural Centre's mission, values, and strategic priorities.

Duties and Responsibilities

Guest Services & Admissions

- Welcome and assist visitors, school groups, community members, partners, and guests in a professional and culturally respectful manner.
- Provide information regarding Woodland Cultural Centre exhibits, educational programming, tours, events, rentals, memberships, admissions, and community activities.
- Process admissions, memberships, donations, gift shop sales, and other daily transactions.
- Respond to telephone, email, and in-person inquiries and direct requests to the appropriate department when required.
- Deliver exceptional customer service and contribute to a welcoming and informative visitor experience.

Retail Operations

- Operate the Point-of-Sale (POS) system and process transactions accurately.

- Maintain accurate cash handling procedures, daily balancing, and end-of-day reconciliations.
- Assist with inventory tracking, receiving, pricing, merchandising, stock replenishment, and product displays.
- Maintain clean, organized, attractive retail and reception areas.
- Identify opportunities to improve retail operations and visitor experience.

Events, Programs & Outreach

- Support special events, exhibitions, tours, workshops, educational programs, and community initiatives.
- Assist with event setup, admissions, visitor flow, retail operations, and guest engagement.
- Provide support at community outreach activities, promotional events, information booths, and vendor markets as required.
- Promote Woodland Cultural Centre programs, memberships, fundraising initiatives, and community engagement opportunities.

Organizational Support

- Participate in cross-training initiatives and maintain a working knowledge of other departmental functions.
- Provide support across Woodland Cultural Centre locations as operational needs require.
- Assist with the orientation and training of new staff as directed.
- Support organizational priorities and projects that contribute to operational effectiveness.
- Maintain flexibility as organizational priorities evolve.

Continuous Improvement

- Identify opportunities to improve guest experience, retail operations, workflows, and organizational efficiency.
- Assist with documenting procedures and operational knowledge to support onboarding and succession planning.
- Demonstrate initiative by supporting team operations during slower periods.
- Contribute ideas that support continuous improvement and service excellence.

General Responsibilities

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

Qualifications

- High school diploma or equivalent.
- Experience providing customer service in a retail, museum, tourism, hospitality, or other public-facing environment is considered an asset.
- Experience operating a Point-of-Sale (POS) system and handling cash transactions is considered an asset.
- Basic computer skills, including Microsoft Outlook and Word, with the ability to learn new software applications.
- Strong verbal and written communication skills.
- Basic mathematical skills and the ability to accurately process payments, make change, and balance cash transactions.
- Strong organizational and time management skills.
- Ability to work independently and collaboratively within a team environment.
- Demonstrated problem-solving and conflict resolution skills.
- Interest in Indigenous history, culture, tourism, or community engagement.
- Successful completion of a Vulnerable Sector Check as a condition of employment.

Working conditions

- Regular work schedule is Monday through Friday.
- Occasional evening, weekend, and special event work may be required to support operational needs.
- This position operates in a public-facing museum, cultural, retail, tourism, and event environment.
- Regular interaction with visitors, school groups, Elders, Survivors, community members, and guests requires professionalism, patience, cultural sensitivity, and adaptability.

Physical requirements

- Prolonged sitting, standing, walking, and computer use.
- Repetitive keyboarding and repetitive hand movements.
- Restocking merchandise, organizing displays, and maintaining retail inventory.
- Lifting and moving inventory up to 20 lbs. unassisted.
- Climbing ladders, bending, reaching, and assisting with event setup and teardown.

Reports To

Manager of Development & Engagement

Approved by:	<i>Heather George</i>
Date approved:	<i>July 16, 2026</i>
Reviewed:	

