



251 Red River Road
Thunder Bay, ON P7B 1A7
Office: (807) 343-9032
thewaterfrontdistrict@tbaytel.net

Waterfront District BIA Tourism Ambassador – Summer 2026

The Waterfront District Business Improvement Area (BIA) is home to more than 170 businesses in the heart of Thunder Bay's North Core. From local shops and restaurants to arts, entertainment, and tourism hotspots, this area is full of energy, creativity, and community pride.

Our mission is to build a vibrant, welcoming, and active downtown where residents and visitors can enjoy shopping, dining, events, and local attractions in a safe and beautiful environment.

Job Description

We're looking for **two outgoing, community-minded individuals** to join our team as **Tourism Ambassadors** this summer. If you love talking to people, enjoy being outdoors, and want to help make Thunder Bay's Waterfront District a must-visit destination, this is the role for you!

Reporting Structure:

Tourism Ambassadors will report to the BIA Executive Director and work closely with the BIA Event Coordinator and staff team.

Key Responsibilities:

1. Be the Face of the Waterfront District:

- Greet visitors, answer questions, and help both tourists and locals discover businesses, attractions, and hidden gems in the area.
- Share info about upcoming events, cultural experiences, and services available in the district.
- Assist with event days and special programming by welcoming guests and providing wayfinding support.

2. Support Local Businesses:

- Actively promote businesses by distributing promotional materials and helping boost foot traffic.
- Provide updates to the BIA team on new business openings and general visitor feedback.
- Assist businesses with small marketing opportunities like photo ops with the BIA content creator or social shout-outs.

3. Enhance the Visitor Experience:

- Share district maps, event flyers, and recommendations for things to do, places to eat, and where to shop.
- Be an extra set of eyes on the street to support BIA safety and hospitality initiatives.

4. Community Connection:

- Support community-based organizations by sharing their events held in the Waterfront District, services, and initiatives with visitors.
- Help create an inclusive environment where everyone feels welcome.

5. Professional & Personal Growth:

- Gain valuable public-facing experience in tourism, marketing, and community outreach.
- Build communication, problem-solving, and leadership skills by working in diverse real-world situations.

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WATERFRONT DISTRICT

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Qualifications:

- Friendly, outgoing, and comfortable approaching and talking to new people.
- Reliable, punctual, and capable of working independently with minimal supervision.
- Physically able to work outdoors (rain or shine) and on your feet for extended periods.
- Comfortable with light physical tasks (carrying event materials).
- Good problem-solving skills with a proactive attitude.
- Awareness of local businesses, events, and Thunder Bay attractions is an asset (but we'll help train you too!).

Work Environment:

- Indoor office-based role for most of each workday.
- Exterior work for events and member outreach.
- Must be prepared for varying weather conditions for events.

Schedule & Compensation:

Job Type: Part-time (8 Weeks)

Hours: 30 hours per week

Hourly Rate: Starting at \$17.60 per hour

Eligibility Requirements (Funded Position):

- Between 15 and 30 years of age (inclusive) at the start of employment.
- A Canadian Citizen, permanent resident, or someone with refugee protection under the Immigration and Refugee Protection Act*.
- Legally entitled to work in Ontario.

(*International students are not eligible. Recent immigrants are eligible if they meet citizenship/residency requirements.)

How to Apply:

Please email your **cover letter and resume** with the subject line: **LAST NAME – Tourism Ambassador 2026** to: wdbia.students@gmail.com. **Posting open until filled.**

We thank all applicants for their interest. Only those selected for an interview will be contacted.

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