



Travel Manitoba is a Crown Corporation responsible for stimulating innovative, sustainable tourism growth in Manitoba's \$1.89 billion tourism industry. In partnership with the tourism industry, Travel Manitoba is responsible for tourism marketing, visitor information services, research, and public information. We are looking for a highly motivated individual to join our team.

Position Title

Term, Full time – Bilingual Travel Counsellor & Distribution Administrator (18-month term)

Position Summary

This position reports directly to the Manager, Operations and Visitor Services and receives day-to-day functional guidance from the Bilingual Team Leader/Travel Counsellor in the travel counselling function.

This role carries equal accountability across two core functions: Travel Counsellor and Distribution Administrator.

Distribution Administrator

Responsible for the coordination and administration of all outgoing print and promotional materials to internal stakeholders (Visitor Information Centres) and external stakeholders (clients, partners, and government). This includes managing mailings such as Travel Kits and Master Angler and Master Hunter certificates, overseeing shipping and receiving operations at the warehouse, maintaining accurate inventory records in the CRM system, and ensuring appropriate stock levels are maintained.

Travel Counsellor

Responsible for providing travel counselling and trip planning assistance by phone, online, and in-person, promoting Manitoba as a travel destination and supporting visitor engagement. Supports accurate tourism content on Travel Manitoba's website for assigned partners, reviews and approves partner-submitted events, and contributes to marketing campaign data collection throughout the year. Collaborates with internal and external stakeholders as required.

Position Overview

Distribution Duties/Responsibilities

- Manages the distribution-related operation and administration of the warehouse, mail room and visitor centre:
 - Processes and records the shipment and receipt of all products, materials and supplies.
 - Liaises with service providers, couriers, and suppliers involved in the shipment and receipt of products.
 - Tracks physical inventory and maintains accurate records in the CRM system; monitors stock levels and initiates restock requests as needed.
 - Assembles and mails travel kits and master angler/hunter certificates to external stakeholders.
 - Ships and receives domestic and international tourism literature, promotional materials, and tradeshow supplies.
 - Monitors the safe and proper operation of corporate vehicle and warehouse equipment (pallet jack and postage equipment) in compliance with insurance and occupational health and safety requirements.
 - Communicates organizational policies regarding literature distribution to relevant stakeholders.
 - Identifies and reports on equipment renewal needs and process improvement opportunities to support operational efficiency.
- Reviews warehouse and distribution-related invoices for accuracy and submits them for supervisory approval.
- Initiates and tracks maintenance and service requests for corporate vehicle and warehouse equipment.
- Maintains the warehouse in a clear, safe, and organized condition.

Travel Counsellor Duties/Responsibilities

- Provides travel counselling and trip planning assistance by phone, online, and in person, with the aim of promoting Manitoba as a must-visit destination and supporting increased visitor frequency and length of stay.
- Monitors visitor services-related email inboxes and responds to inquiries in a timely and professional manner.
- Tracks visitor centre foot traffic and accurately inputs statistics and inquiries into related database(s).
- Processes consumer orders for print materials and assists with assembling and preparing information kits for mail-out.
- Facilitates the sale of Travel Manitoba merchandise to the general public.
- Tracks, maintains and updates records for promotional items, displays, and brochures in the CRM system.

- Organizes, replenishes, and maintains the appearance of promotional materials and displays in the visitor centre.
- Researches, and gathers information on Manitoba events; inputs data into the online events calendar and maintains it on an ongoing basis.
- Reviews and approves partner-submitted events in accordance with established criteria.
- Verifies and updates tourism partner and client website listings, account records, and contact information; ensures databases remain current.
- Administers the Master Angler and Master Hunter certificate programs, including reviewing and approving submissions in accordance with established criteria and printing and mailing of Certificates.
- Manages Travel Manitoba's general phone line and redirects calls to appropriate staff as necessary.
- Provides clerical and administrative support as required.
- Performs other related duties as assigned.

Qualifications

Education & Experience:

- Completion of Grade 12 or GED equivalency; or a combination of relevant education, training, and experience that demonstrates the ability to perform the responsibilities of this role.
- Demonstrated customer service experience; able to assist members of the public with inquiries, process transactions, and provide a welcoming and professional experience.
- Demonstrated administrative and clerical proficiency; able to maintain accurate records, manage multiple tasks, and follow established procedures consistently.
- Clear written and verbal communication; able to correspond professionally with visitors, partners, suppliers, and other stakeholders, and to document information accurately in databases and records.
- Strong organizational and time management skills; able to manage the demands of two different areas of work, meet deadlines, and maintain accuracy even when workload and priorities shift.
- Demonstrated attention to accuracy; produces work that can be relied upon and catches errors in inventory records, certificates, and documentation. Accuracy and attention to detail.
- Comfortable working with databases and CRM systems to record, track, and retrieve information; and able to learn new systems with appropriate training.

Licenses and Conditions:

- Working-level proficiency in French and English, both oral and written, is required. The incumbent must be able to independently provide services and information in person, by telephone, and by email in either official language. This includes responding to inquiries,

providing travel and tourism-related information about Manitoba, and communicating clearly in accordance with Manitoba's French Language Services and active-offer obligations.

- This position requires availability to work weekends and statutory holidays.
- Current valid Manitoba Class 5 driver's license, or equivalent, is required for the operation of a vehicle used in this role.
- Ability to lift and carry up to 25 lbs as required by the role.

Assets:

- Previous experience in shipping/receiving or inventory control.
- Experience with inventory management or CRM software
- Experience operating warehouse equipment such as a pallet jack.

Conditions of Employment:

Must be legally entitled to work in Canada.

Satisfactory Criminal Record Check.

Salary: \$48,784 - \$66,771

Closing Date: July 21, 2026

Travel Manitoba is committed to creating and maintaining a skilled, diverse, and inclusive workplace. Candidates are encouraged to self-identify as a member of one or more employment-equity designated groups in their application. We invite applicants from Indigenous, Black, and racialized communities, women, persons with disabilities, and members of 2SLGBTQIA+ communities. We also welcome applications from non-Canadians who are eligible to work in Canada.

Travel Manitoba provides workplace accommodation for employees with temporary/permanent disabilities. Accessible accommodation throughout the selection process is available upon request.

Apply in writing to:

Travel Manitoba
21 Forks Market Road
Winnipeg, MB R3C 4T7

Email: hr@travelmanitoba.com