

# Power**SHIFT**

## Tourism and Hospitality Career Profiles

### Outreach and Client Relations



Canada

Alberta

# Outreach and Client Relations

## Transferable Competencies from Tourism and Hospitality to Electricity

Technical	Non-Technical	Foundational
Finance	Excellence in Service Delivery	All
HR Management	Professionalism	
Sales and Marketing	Communication	
Inventory Management	Compliance	
Front Desk Services	Health and Safety	
	Sustainability	
	Security	
	Digital Competence	

## Sample Tourism Occupations in this Functional Area

Event Coordinator	Brand Ambassador	Front Desk Agent	Sales and Marketing Representative
Event Manager	Tour Director/Guide	Reservation Sales Agent	

## Sample Tourism Occupational Profiles in this Functional Area

### Event Manager (Management Level)

Technical Competencies	Non-Technical Competencies
<p><b>FINANCE</b></p> <p><b>Manage Finances</b></p> <ul style="list-style-type: none"> <li>• Produce financial reports</li> <li>• Produce financial forecasts</li> </ul>	<p><b>EXCELLENCE IN SERVICE DELIVERY</b></p> <p><b>Promote Culture of Service Excellence</b></p> <ul style="list-style-type: none"> <li>• Create culture of service excellence</li> <li>• Monitor clients' satisfaction</li> <li>• Follow up on clients' feedback</li> </ul> <p><b>Deliver Excellent Service</b></p> <ul style="list-style-type: none"> <li>• Meet clients' needs</li> </ul> <p><b>Address Difficult Situations</b></p> <ul style="list-style-type: none"> <li>• Address concerns and complaints</li> </ul>
<p><b>HUMAN RESOURCES MANAGEMENT</b></p> <p><b>Manage Workforce</b></p> <ul style="list-style-type: none"> <li>• Maintain employee files</li> <li>• Comply with human rights legislation's duty to accommodate</li> </ul> <p><b>Manage Alternate Workforce</b></p> <ul style="list-style-type: none"> <li>• Manage remote workforce</li> <li>• Manage students in work experience programs</li> </ul> <p><b>Hire Employees</b></p> <ul style="list-style-type: none"> <li>• Develop job postings</li> <li>• Screen candidates</li> </ul> <p><b>Develop Employees</b></p> <ul style="list-style-type: none"> <li>• Conduct orientation and onboarding</li> <li>• Engage employees</li> </ul> <p><b>Manage Employee Departures</b></p> <ul style="list-style-type: none"> <li>• Conduct exit interviews</li> </ul>	<p><b>PROFESSIONALISM</b></p> <p><b>Exhibit Professional Conduct</b></p> <ul style="list-style-type: none"> <li>• Present professional image</li> <li>• Maintain positive attitude</li> </ul> <p><b>Collaborate with Others</b></p> <ul style="list-style-type: none"> <li>• Develop professional network</li> <li>• Address conflicts</li> </ul> <p><b>Demonstrate Professional Skills</b></p> <ul style="list-style-type: none"> <li>• Show initiative</li> </ul>
<p><b>SALES AND MARKETING</b></p> <p><b>Manage Product/Service Development</b></p> <ul style="list-style-type: none"> <li>• Build culture of innovation</li> <li>• Research products, services and markets</li> <li>• Establish pricing model</li> </ul> <p><b>Develop Sales and Marketing Strategies</b></p> <ul style="list-style-type: none"> <li>• Conduct situational analyses</li> </ul>	<p><b>COMMUNICATION</b></p> <p><b>Communicate Effectively</b></p> <ul style="list-style-type: none"> <li>• Demonstrate cross-cultural communication</li> </ul>
	<p><b>COMPLIANCE</b></p> <p><b>Develop Policies and Procedures</b></p> <ul style="list-style-type: none"> <li>• Incorporate legislation into policies and procedures</li> </ul>

## Technical Competencies

### SALES AND MARKETING

- Develop integrated sales and marketing plan
- Develop branding
- Determine sales channels
- Develop digital strategy
- Evaluate effectiveness of sales and marketing plan

#### Conduct Sales Activities

- Conduct sales prospecting
- Establish client relationships
- Recommend products and services to clients
- Close sales
- Follow up on sales

#### Conduct Marketing Activities

- Conduct direct marketing
- Purchase media advertising
- Develop advertising content
- Develop marketing/promotional materials
- Conduct digital marketing activities
- Manage web presence
- Manage online reviews
- Conduct merchandising activities
- Conduct promotional activities

### INVENTORY MANAGEMENT

#### Manage Inventory

- Establish inventory system

## Non-Technical Competencies

### COMPLIANCE

#### Facilitate Compliance

- Facilitate compliance with policies and procedures

#### Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

### HEALTH AND SAFETY

#### Create a Safe Environment

- Assess potential hazards
- Safeguard employee safety

### SUSTAINABILITY

#### Maximize Benefits to Community

- Support human and labour rights

### DIGITAL COMPETENCE

#### Administer Information and Communication Technology Procedures

- Generate reports
- Liaise with information and communication technology specialists

#### Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

## Event Coordinator (Frontline)

### Technical Competencies

#### FINANCE

##### Manage Finances

- Maintain accounting information
- Produce financial reports

#### HUMAN RESOURCES MANAGEMENT

##### Manage Workforce

- Maintain employee files

##### Manage Alternate Workforce

- Manage remote workforce
- Manage students in work experience programs

##### Hire Employees

- Develop job postings
- Screen candidates

##### Develop Employees

- Conduct orientation and onboarding
- Engage employees

##### Manage Employee Departures

- Conduct exit interviews

#### SALES AND MARKETING

##### Manage Product/Service Development

- Research products, services and markets
- Establish pricing model

##### Develop Sales and Marketing Strategies

- Evaluate effectiveness of sales and marketing plan

##### Conduct Sales Activities

- Conduct sales prospecting
- Establish client relationships
- Recommend products and services to clients
- Close sales
- Follow up on sales

### Non-Technical Competencies

#### EXCELLENCE IN SERVICE DELIVERY

##### Promote Culture of Service Excellence

- Create culture of service excellence
- Monitor clients' satisfaction
- Follow up on clients' feedback

##### Deliver Excellent Service

- Meet clients' needs

##### Address Difficult Situations

- Address concerns and complaints

#### PROFESSIONALISM

##### Exhibit Professional Conduct

- Present professional image
- Maintain positive attitude

##### Collaborate with Others

- Develop professional network
- Address conflicts

##### Demonstrate Professional Skills

- Show initiative

#### COMMUNICATION

##### Communicate Effectively

- Demonstrate cross-cultural communication

#### COMPLIANCE

##### Facilitate Compliance

- Facilitate compliance with policies and procedures

##### Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

## Technical Competencies

### SALES AND MARKETING

#### Conduct Marketing Activities

- Conduct direct marketing
- Purchase media advertising
- Develop advertising content
- Develop marketing/promotional materials
- Conduct digital marketing activities
- Manage web presence
- Manage online reviews
- Conduct merchandising activities
- Conduct promotional activities

### INVENTORY MANAGEMENT

#### Manage Inventory

- Establish inventory system
- Establish inventory storage area
- Receive products
- Maintain inventory
- Handle inventory issues

## Non-Technical Competencies

### HEALTH AND SAFETY

#### Create a Safe Environment

- Assess potential hazards
- Safeguard employee safety

### SUSTAINABILITY

#### Maximize Benefits to Community

- Support human and labour rights

### DIGITAL COMPETENCE

#### Administer Information and Communication Technology Procedures

- Generate reports
- Liaise with information and communication technology specialists

#### Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

## Reservation Sales Agent (Frontline)

### Technical Competencies

#### SALES AND MARKETING

##### Conduct Sales Activities

- Recommend products and services to clients
- Close sales

### Non-Technical Competencies

#### EXCELLENCE IN SERVICE DELIVERY

##### Deliver Excellent Service

- Meet clients' needs

##### Address Difficult Situations

- Address concerns and complaints

#### PROFESSIONALISM

##### Exhibit Professional Conduct

- Present professional image
- Maintain positive attitude

##### Collaborate with Others

- Develop professional network
- Address conflicts

##### Demonstrate Professional Skills

- Show initiative

#### COMMUNICATION

##### Communicate Effectively

- Demonstrate cross-cultural communication

#### COMPLIANCE

##### Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

#### SECURITY

##### Maintain Security Measures

- Report suspicious activities

#### DIGITAL COMPETENCE

##### Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

## Front Desk Agent (Frontline)

### Technical Competencies

#### SALES AND MARKETING

##### Conduct Sales Activities

- Recommend products and services to clients

#### FRONT DESK SERVICES

##### Deliver Front Desk Services

- Process calls and messages
- Assist clients

### Non-Technical Competencies

#### EXCELLENCE IN SERVICE DELIVERY

##### Deliver Excellent Service

- Meet clients' needs

##### Address Difficult Situations

- Address concerns and complaints

#### PROFESSIONALISM

##### Exhibit Professional Conduct

- Present professional image
- Maintain positive attitude

##### Collaborate with Others

- Develop professional network
- Address conflicts

##### Demonstrate Professional Skills

- Show initiative

#### COMMUNICATION

##### Communicate Effectively

- Demonstrate cross-cultural communication

#### COMPLIANCE

##### Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

#### SECURITY

##### Maintain Security Measures

- Report suspicious activities

#### SUSTAINABILITY

##### Maximize Benefits to Community

- Support human and labour rights

#### DIGITAL COMPETENCE

##### Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers



## Tour Guide (Frontline)

### Non-Technical Competencies

#### EXCELLENCE IN SERVICE DELIVERY

##### Promote Culture of Service Excellence

- Create culture of service excellence
- Monitor clients' satisfaction
- Follow up on clients' needs

##### Deliver Excellent Service

- Meet clients' needs

##### Address Difficult Situations

- Address concerns and complaints

#### PROFESSIONALISM

##### Exhibit Professional Conduct

- Present professional image
- Maintain positive attitude

##### Demonstrate Professional Skills

- Show initiative

##### Collaborate with Others

- Develop professional network
- Address conflicts

#### COMMUNICATION

##### Communicate Effectively

- Demonstrate cross-cultural communication

#### COMPLIANCE

##### Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

#### SUSTAINABILITY

##### Maximize Benefits to Community

- Support human and labour rights

#### DIGITAL COMPETENCE

##### Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

If you have experience related to outreach and client relations in the tourism and hospitality industry, you may be interested in these occupations in the electricity industry:

- Energy Efficiency Event Representative
- Community Engagement Officer
- Customer Service Representative (utility and renewable)