



Sooke Region Museum

Operated by the Sooke Region Historical Society
Mailing Address: Box 774, Sooke, BC V9Z 1H7
Street Address: 2070 Phillips Rd. Sooke, BC V9Z 0Y3
250-642-6351 info@sookeregionmuseum.ca

Historical Exhibits Archives Gift Shop Visitor Centre Lighthouse Moss Cottage

Job posting: Gift Shop Assistant / Visitor Information Counsellor

hourly wage: \$25.00

25 hours/week with potential to become full time

+ benefits following 3-month probation

weekday and weekend work required

deadline to apply: 2 September 2025

The Sooke Region Museum & Visitor Centre is seeking a Gift Shop Assistant / Visitor Information Counsellor to support operation of the Museum Gift Shop, Visitor Centre and Museum.

The Sooke Region Museum explores the cultural and natural heritage of the region from East Sooke to Port Renfrew, including the municipality of Sooke and unincorporated communities of Otter Point, Shirley and Jordan River on the lands of the T'Sou-ke, Pacheedaht, and Scia'new people. In addition, we are the regional Visitor Centre, providing maps, community information, and details on local attractions, businesses and events. The Gift Shop showcases work by local artists and artisans, clothing, kitchen goods, games inspired by Vancouver Island and an extensive selection of books about local cultural and natural history and heritage. The Gift Shop is an important source of revenue for the Museum all year long.

This public-facing position is often the first point of contact with visitors and requires an excellent level of customer service, personal presentation and professional standards. As Gift Shop Assistant, this position assists customers, replenishes stock and liaises with consignees, There is potential for this position to become Gift Shop Manager with additional responsibilities in sourcing, purchasing, and marketing. As Visitor Information Counsellor, this position will deliver exemplary customer service and provide sound local knowledge of the tourism-related offerings of the Sooke Region, assisting in the day-to-day operation of the Visitor Centre located at the Sooke Region Museum. As part of the Museum staff team, this position participates in team meetings and provides support where needed to ensure Museum operations serve community members and visitors.

Primary Job Duties

Gift Shop

- Inventory management: sourcing, purchasing, consignment
- Merchandising: managing displays, ensuring merchandise is presentable and well-stocked, featuring items in collaboration with Museum and/or community initiatives
- Customer service: operating the POS system, conducting sales, assisting customers

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- Marketing: updating and managing the Shop area of the website, featuring recent arrivals; providing content for social media and Museum promotions
- Programs: working with Programs Manager, book publishers and artists, suggest and assist with coordination of authors to promote books of local cultural interest for sale in the Gift Shop or artists to offer workshops

Visitor Centre

- follow Destination BC training to obtain Tourist Information Counsellor certification
- engage with visitors at the visitor centre by providing personalized service
- greet visitors in a professional, prompt and friendly manner
- promote the stakeholders, local tourism products, services and events
- respond to resident and visitor inquiries by mail, phone, email, and in-person
- create travel itineraries in response to resident and visitor inquiries
- encourage safe travel practices in the Sooke Region and advocate for longer and return visits
- assist in ongoing community and stakeholder outreach to collect updated operational information
- research and maintain community information relevant to any travel advisories.

Museum Support

- provide visitors with information about the Museum and opportunities to participate in and engage with programs and services
- oversee membership logistics and communications
- assist with programs and events as required (may include set-up, take-down, food service, ticket sales)
- daily opening and closing procedures
- responding to public inquiries and directing to appropriate departments
- ordering office and janitorial supplies
- assisting/supporting volunteers

Ideal Candidate

Related experience in a retail environment using a POS system

Strong customer service and communication skills, in-person and telephone; ability to engage and converse with people of all ages and backgrounds

Good computer skills, experience using MS Office, WordPress is an asset

Ability to work in an environment where it can be very busy with multiple simultaneous requests or very quiet, fluctuating throughout the day

Comfortable being visible to the public at all times during work (private staff area for lunch and breaks)

Attention to detail

Creativity and Solutions-based thinking, resourceful;

Comfortable working independently and in a team.

Photography skills and ability to process photos for computer promotions, website updates, and email to customer inquiries is desired

The position needs enthusiasm and a commitment to the mission and vision of the museum as well as

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interacting courteously and respectfully with both internal and external individuals

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Experience in a museum, library or archives setting is an asset.

Weekday and weekend availability is required. Evening shifts may be scheduled.

The Sooke Region Museum & Visitor Centre are committed to creating a welcoming, inclusive, diverse, and accessible workplace. We openly encourage anyone interested in this role to consider joining our team. Should you need assistance, including an alternative application process, please do not hesitate to contact us in person, by phone or email.

Please submit your resume and cover letter by midnight 2 September 2025 to:

By mail to: Sooke Region Museum, Box 774, Sooke, BC V9Z 1H7 ;

By hand: 2070 Phillips Rd., Sooke, BC ;

By email: director@sookeregionmuseum.ca

Questions? Contact info@sookeregionmuseum.ca, call 250-642-6351 or visit in person.

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