**BUILD YOUR OWN TOUR** VOLUNTEER JOB DESCRIPTION

**Job Title:** Tour Creator(s)

**Number of Volunteers Needed:** Any number; volunteers can work solo, in pairs, or in groups.

**Purpose:** The position of tour creator serves as the creative force behind developing short tours highlighting the assets of downtown Carlsbad. The tours could be used in a variety of ways, such as printed and made available at the Carlsbad MainStreet office, added to the CMS website, and/or used as the basis for an in-person - or a Facebook Live - walking tour of the CMS district.

**Location:** Based out of the Carlsbad Museum & Art Center (CMAC) meeting space, but tour creators will also traverse the district and visit tour stops.

**Reports to:** This volunteer position enables the “tour creator” to act independently and does not report directly to anyone.

**Support:** Several individuals will be available to the tour creator for questions and guidance: Amy Barnhart (NMMS Revitalization Specialist), Cam Wilde & Julia Royal (NMMS Revitalization Specialist), and Jameson Lucas (SE NM Historical Society). Other Revitalization Specialists may be available as well. Materials will be provided to assist with research for tour development.

**Key Tasks:**

* Research downtown assets using a variety of methods, including provided materials, websites, and people (Amy Barnhart, Jameson Lucas).
  + *\*It would be best if the tour creator (or a member of the team) has a smartphone or laptop to assist with any online research.*
* Develop tour concept/theme. Develop draft tour route.
* Traverse the district to determine the best tour route and travel time between stops. Take photos of tour stops.
* Finalize tour stops (up to five), tour route, travel times, and tour stop descriptions. Finalize tour title and description. Select the best photos to accompany the tour (up to three).
* Submit your tour and photos to be developed into a final product (see instructions document for more details on submitting your tour).

**Time Commitment:** 1:30 to 3:30 pm

**Qualifications:**

* Aptitude for identifying tour themes that might appeal to a resident or visitor and encourage them to participate.
* Proficiency with writing clearly and concisely and identifying compelling information.
* Comfortable using mapping apps (Google Maps or Apple Maps) to assist with research and tour development.
* A phone or camera to take photos and an understanding of what makes an attractive photo.
* Ability to traverse the district to identify best route and travel time between stops.
  + *\*If working in pairs/groups, tasks can be split up so not everyone needs to physically explore the district.*

**Dress Code:** Comfortable clothes for warm weather and physical movement, hat, sunglasses.

**Supplies**: Provided - Tour forms, clipboards, pens; Not Provided – Smartphone, laptop, sunscreen.