

Job Title	Cheltenham BID Ambassador
Organisation	Cheltenham BID Ltd
Reporting to	BID Operations Manager
Hours	Part-time hours to be agreed, Monday to Sunday
Salary scale	Around £ 18,000 p.a.pro-rata
Location	Cheltenham town centre with possibility of other locations if needed to achieve BID business objectives

Summary:

The BID Ambassadors are responsible for providing a high-profile on-street information and assistance service to users of the town centre, offering a warm welcome to visitors and the general public and ensuring they are aware of the range of services offered by BID businesses. Ambassadors are the “eyes and ears” of the Business Improvement District, sharing relevant information with BID businesses and monitoring and reporting on town centre activity and areas for improvement.

Key Duties and Responsibilities:

1. To be the friendly and reliable public face of the BID

- Be a visible presence on the streets of the BID area, patrolling all streets in turn
- Deal helpfully and knowledgeably with queries, requests and complaints from members of the public and visitors to the town centre to encourage repeat visits
- Build positive relationships with local BID businesses and their staff and provide useful information to them about BID matters. Collect information from businesses to support BID project delivery
- Act as the “eyes and ears” of the BID company, monitoring activity and reporting to the BID office and, where needed, to authorised third parties.
- Record all queries and outcomes accurately using hand-held devices provided

2. To provide a link between businesses and public services

- Visit a number of BID businesses each day as determined by the BID Operations Manager and project requirements.
- Develop positive relationships with businesses in the area to better understand the range and breadth of opportunities available to people coming into the town in order to promote Cheltenham’s offer effectively
- Liaise with the Borough Council and County Council, their agents and partner organisations to encourage rapid resolution of issues in the BID area including graffiti, missed waste collection, flyposting or street cleaning. Report damage to street furniture, pavements, street lighting.
- Liaise with Cheltenham Safe, Police and Community Support Officers to report anti-social behaviour incidents such as begging, on-street drinking, shoplifting.

3. To assist in delivering events and activities

- Work with colleagues as required to assist in delivering events (e.g. street markets, street entertainment, Christmas lights switch-on)
- Distribute information and/or leaflets to BID businesses and the general public as requested

4. Additional Requirements

- To carry out any other duties as requested by the BID Director or Operations Manager
- To ensure work plans and productivity targets are achieved through correct and timely record keeping and daily reporting
- To work early or late in the day and at weekends as required to meet Cheltenham BID’s needs

Person Specification

1. Qualifications, Knowledge and Experience

- Good general standard of education
- Experience of providing face-to-face customer service and a commitment to delivering a consistently high standard of service to build positive relationships with BID businesses
- Good knowledge of Cheltenham town centre, the businesses in it and their location

2. Skills and Abilities

- A can-do attitude with enthusiasm for Cheltenham and the ability to apply critical thinking and common sense to situations which arise
- Excellent communication skills to deal with one-off enquiries and complaints and resolve any conflicts appropriately in a measured and friendly manner
- Ability to oversee volunteers who may potentially work with the BID on projects
- Good at keeping clear, concise and accurate records of enquiries, complaints, activities and other detailed information
- Good at building positive working relationships
- Well organised, punctual and reliable
- Well-presented and prepared to wear full uniform at ALL times when on duty
- Able to remain calm and polite in all circumstances
- Able to work on their own and as part of a team
- Excellent problem solving, listening and analytical skills
- Physically fit and able to work mainly outside in all weather conditions and be mobile over considerable distances
- Flexible about working hours and tasks undertaken
- Good basic computer/IT skills and a knowledge of social media
- First aid qualification desirable (but training can be given)