

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	Circa £18,525 p.a.pro-rata
Location	Cheltenham town centre with possibility of other locations if needed to achieve BID business objectives

Summary:

If you are passionate about Cheltenham and want to feel that the work you are doing will make a real difference to the business community, this is the ideal role for you.

We have an exciting opportunity for a self-motivated, physically fit individual to join our team of friendly and knowledgeable ambassadors.

The BID Ambassadors are responsible for providing a high-profile on-street information and assistance service to the public coming to Cheltenham town centre. They are a link between visitors and local businesses. Welcoming visitors to the town and helping them to find the best places to shop, eat and drink is all in a day's work for our team, who are always out and about in the town centre.

As an ambassador, you will be the face of the BID, making sure all our levy paying businesses are kept up to date with our activities. You will be part of a small team of people who are working to make Cheltenham a better place to work, live, play and stay.

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.
- Deal helpfully and knowledgeably with queries, requests and complaints from members of the public and visitors to the town centre to encourage repeat visits and increase dwell time.
- Build positive relationships with local BID businesses and their staff and provide useful information to them about BID activities.
- Deliver hard copies of BID publications such as monthly newsletters such as annual reviews.
- 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.
- Keep accurate records of business contacts and interactions using the BID's bespoke Customer Relationship Management (CRM) tool. Full training will be [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 to encourage engagement with and support of the BID and BID activities.
- Report incidents of graffiti, fly-posting, fly-tipping, uncollected rubbish, damaged street furniture, faulty street lighting, uncleaned pavements and other anti-social behaviour to the local authorities to encourage rapid resolution of issues in the BID area.

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 through a bespoke CRM.
- From time to time, 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
- Excellent 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 to situations which arise
- Excellent at building positive working relationships
- Excellent verbal and written communication skills to deal with one-off enquiries and complaints and resolve any conflicts appropriately in a measured and friendly manner
- Good basic IT skills to keep clear, concise and accurate records of enquiries, complaints, activities and other detailed information.
- 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 your own and as part of a team
- 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
- First aid qualification desirable (but training will be given)