

Job Description

Job Title: City Centre Ambassador.

Reporting to: Business Improvement Manager.

Job Function:

Street-based role working within the city centre, representing Peterborough Positive, Peterborough's Business Improvement District (BID), to promote the city in a positive way.

Their role is to support businesses and visitors of Peterborough city centre by championing enthusiasm and passion for the city and offering clear, concise and timely communication.

City Centre Ambassadors will help to create and maintain strong relationships with the levy paying businesses by communicating relevant information and being the eyes and ears of the city centre.

The Ambassadors will work closely with the Business Improvement Manager, as well as with the Local Authority and other stakeholders. They must always conduct themselves professionally, so their presence reflects positively on Peterborough.

This role is full-time, working five days, including weekends on a rota system.

Responsibilities:

- Helping raise the profile of Peterborough Positive by being highly visible.
- Presenting a warm welcome and a positive view of the city centre to its visitors.
- Acting professionally, so their presence reflects positively on the city.
- Communicating with members of the public, providing directions, advice and a general welcoming presence.
- Liaising with businesses, handling enquiries as they arise or referring these on to the relevant person/organisation.
- Promoting responsible citizenship in respect of litter, graffiti and related issues.
- Assisting in the reduction of business crime, thus improving the perception of the city centre as a safe place in which to be.
- Providing an extensive and daily presence around the city centre (and outskirts which fall within the BID) in all weathers to maximise contact with businesses. This will be carried out on foot. This presence should aid impromptu communication with businesses and members of the public.
- Reporting of 'sharps', including broken glass and syringes as appropriate (by way of notifying the relevant authority).
- Reporting of damage/incidents to the appropriate authority which an ambassador believes may constitute a health & safety issue.
- Liaising and operating alongside the police, City Council officers and external contractors in pursuit of the city ambassador role.
- Maintaining and growing relationships with levy payers and other city centre businesses.
- Using appropriate tools and equipment, including security radios.
- Adhering to the uniform policy and Peterborough Positive's dress code.

- Attending training courses (at the company's expense) as and when required to achieve a satisfactory level of attainment.
- Distributing literature on behalf of the BID as required.
- Adhering to all company policies and procedures as set out in the staff handbook.
- Completing any other duties as deemed appropriate and delegated by the line manager from time to time.

Personal Qualities:

- Welcoming, conversational, helpful and polite
- Resourceful and proactive
- Reliable and honest
- Appetite for learning

Ambassador Outcomes:

- Improved perception of the city centre
- Reduction in crime and antisocial behaviour
- Increase in footfall and dwell time

Summary of main duties include, but are not limited to:

Welcome and Engagement:

- Helping members of the public by providing directions, advice and a general welcoming presence.
- Becoming a recognised point of contact in the BID area to both businesses, members of the public and stakeholders.
- Having strict attention to personal responsibilities in the areas of risk management and health, safety and welfare, both in terms of self and others.

Information Management:

- Being the 'eyes and ears' of the city centre by communicating relevant BID information to businesses and feeding back to the Business Improvement Manager.
- Using appropriate communication equipment, including security radios and mobile phones.
- Inputting daily activity logs into the BID's database platform.
- Using the online crime reporting tool (DISC) and supporting businesses with their effective use of the system, so that crime and anti-social behaviour is captured in a clear and timely way for police to follow-up.
- Forging relationships with the Local Authority's city centre enforcement team and passing on relevant information for action, such as health & safety issues, graffiti, failed streetlights, discarded needles etc.

Promotion and Profile:

- Accurately reflecting the BID’s values and services, and being aware of the BID’s activities and events.
- Carrying out ad hoc tasks such as conducting surveys and distributing literature, to enable the BID’s KPIs to be monitored.
- Promoting ‘what’s on’ in the city centre and possessing a sound knowledge of Peterborough’s tourism offering.
- Working at events (some of which will be weekends) as part of the BID team.

Person Specification:

Essential	Desirable
<ul style="list-style-type: none"> • Unrivalled passion, knowledge and enthusiasm for Peterborough • Up-to-speed with current status of projects, initiatives and developments taking place within the BID area • Excellent communication skills and able to understand the wants and needs of businesses and the public; dealing with confrontational situations appropriately • High degree of self-motivation and the ability to inspire others and lead by example • Effective observational skills with an ability to deal with sensitive and confidential matters on occasion • Ability to think on your feet and provide immediate solutions to questions and enquiries from businesses and the public • Self-awareness of demeanour and personality, as this is an ambassadorial role with reputational responsibility 	<ul style="list-style-type: none"> • Experience in working as a team and supporting senior management • Experience in a busy customer service environment • Knowledge of Local Authority processes, relevant departments and reporting processes • Speaker of other languages • IT literate including Microsoft Office

- Excellent attention to detail and good reporting skills
- Strict compliance with data security requirements, Data Protection legislation, GDPR, and confidentiality where relevant
- Ability to work on own initiative and as part of a team
- Strong work ethic with flexible attitude to duties, hours and working in all weather conditions
- Ability to remain calm in pressurised situations
- Exceptional organisation skills with the ability to multi-task and prioritise effectively
- Confident and friendly personality

Salary and hours of work:

£22k per annum (rising to £23k following successful six-month probation) and 37.5 hours a week (5 days out of 7).