



## **JOB DESCRIPTION**

**Job title:** Street Ambassador

**Responsible to:** Operations Executive

**Salary:** £19,000

**Working hours:** 40 hours a week, shift work to include some evenings, weekends and bank holidays will be required.

**Location:** Leicester City Centre

**Employer:** Savills Management Resources Ltd

Successful candidates will be subject to an enhanced DBS check.

*There's so much to love about Leicester. With an estimated population of 342,000 Leicester is the largest city in the East Midlands, home to two universities with over 45,000 students, boasts a number of hugely successful sports teams and is a premier destination offering an exciting range of retailers, arts, bars and restaurants. Leicester is one of the most culturally diverse cities in the UK and truly is international – with residents from over 50 countries across the globe and annual tourism growth of over 6%.*

### **Job function:**

In November 2017 85% of businesses voted in favour of establishing Leicester's first Business Improvement District (BID). BID Leicester delivers an ambitious plan to build on Leicester City Centre as a great place to visit, live, work and study. BID Leicester is seeking an enthusiastic, friendly, welcoming person to join the Street Ambassador team to take the city centre experience in Leicester to the next level throughout its five-year mandate and beyond.

## Core Responsibilities

- Liaison with businesses, handling customer enquiries as they arise or referring these on to the relevant person.
- Presenting a warm welcome and a pleasant view of the city centre to visitors, whilst maintaining a publicly positive tone about the city and the BID.
- Keep up to date with and provide visitors with accurate information about the city centre in general and about the retail and leisure offer in particular.
- Accurately reflecting BID Leicester's values and service and to be aware of the BIDs activities and special events.
- Carrying out specific liaison duties as required by BID Leicester management or its partners as requested by BID Leicester management.
- Reporting relevant information for action to the appropriate authority e.g. Health and safety issues, graffiti, failed street lights, 'sharps' etc
- Responding to requests for Ambassador support through the City Watch radio scheme quickly and efficiently.
- Liaising and operating alongside the Police, Council Officers and external contractors in pursuit of Ambassador duties.
- Maintaining methodical and accurate records of required information. This may be electronic or written, e.g. Police Statements.
- Recording all interactions on handheld device, to enable the BID to demonstrate 'added value' to levy payers, whilst providing a transparent reporting history and trends.
- Making BID management aware of any relevant information relating to BID businesses and potential Affiliates/Friends of the BID.
- Promoting responsible citizenship in respect of litter, graffiti and related issues.
- Contributing to the provision of an extensive and daily presence around the BID area in all weathers to maximise contact with businesses. This presence should aid impromptu communication with businesses and members of the public.
- Assisting in the reduction of business crime, thus improving the perception of the city centre as a safe place to be.
- Assisting with the exclusion notice scheme within the city centre.
- Maintaining and growing the relationships with levy payers and other city centre businesses.
- Use of appropriate tools and equipment, including security radios and tablets/phones.

- Attending training courses (at Company's expense) as and when required by the Company to achieve a satisfactory level of competence.
- Providing a supervisory and line management role for apprenticeships, volunteers or other trainee or voluntary support in the Street Ambassadors scheme.
- Distributing literature on behalf of the BID as required.
- Completing any other duties as deemed appropriate and delegated by the line manager.
- Strict attention to personal responsibilities in the areas of risk management, health and safety, and welfare, both in terms of self and others.
- Adherence to Company training procedures and protocols at all times, subject to level of attainment.
- Adherence to the uniform policy and adherence to the company's general dress code.
- Adherence to all company procedures and policies as set out in the Staff Handbook.
- To be completely free from discrimination in all guises

Note: The above list is not in order of priority, and other tasks commensurate with the grade of the post may be required of the post-holder.

## Personal Specification

Essential	Desirable
<ul style="list-style-type: none"><li>• Strong understanding of the roles of key agencies working in Leicester city centre</li><li>• Friendly, outgoing personality</li><li>• Confidence in approaching city centre users in a warm, welcoming manner</li><li>• Ability to build rapport with businesses and answer or report their concerns sensitively and appropriately</li><li>• Ability to explain and describe geographical city centre locations with concise clarity</li><li>• Ability to remain calm in potentially challenging situations</li><li>• Exceptional communication skills, when dealing with visitors, residents, police, etc</li><li>• Comfortable lone working as well as part of a team</li><li>• Willingness and ability to follow operational procedures, as dictated by the Company</li><li>• Strong work ethic with flexible attitude to duties and hours</li><li>• Good reporting skills</li><li>• Smart, presentable and reliable</li></ul>	<ul style="list-style-type: none"><li>• In depth knowledge of Leicester city centre</li><li>• Experience working in a customer facing role</li><li>• Passionate about Leicester</li></ul>

To apply, please submit your CV with a covering letter outlining how your skills and experience make you suited to the role to:

[alison@bidleicester.co.uk](mailto:alison@bidleicester.co.uk)

References will be required from successful candidates