



JOB DESCRIPTION

Job title: Street Ambassador

Report to: Street Ambassador Team Leader

Salary: £20,796 (plus a cost-of-living increase on completion of 6-month probation)

Working hours: 40 hours a week. Shift work to include Saturdays and occasional evenings and bank holidays.

Location: Leicester City Centre

Training and Induction: Comprehensive training and induction will be provided.

Employer: Savills Management Resources Ltd

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%.

About BID Leicester:

Established in 2018, BID Leicester is a business led, business funded organisation formed to deliver additional services within a defined geographical area. The BID delivers an ambitious plan to build on Leicester City Centre as a great place to visit, live, work and study.

Do read more about BID Leicester on our website.

Job purpose:

BID Leicester is seeking an enthusiastic, friendly person to join the Street Ambassador team. Street Ambassadors are the eyes and ears of the BID,

liaising daily with businesses and providing a warm visitor welcome to the public, whilst supporting the cleanliness of the city by reporting street issues.

This is a unique role and candidates should demonstrate how they are suitable for the role and meet the elements within the personal specification in their covering letter.

Core Responsibilities

Communication

- Liaison with businesses to promote BID activity and encourage businesses to engage in BID promotions and events.
- Maintaining and growing the relationships with levy payers and other city centre businesses.
- 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, leisure, and cultural offer.
- Accurately reflecting BID Leicester's values and service, and to be aware of the BIDs activities and special events.

Intelligence Gathering

- 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.
- Assisting in the reduction of business crime, thus improving the perception of the city centre as a safe place to be.
- Liaising and operating alongside the Police, Council Officers, and external contractors in pursuit of Ambassador duties.
- Making BID management aware of any relevant information relating to BID businesses and potential Affiliates/Friends of the BID.
- Assisting with the exclusion notice scheme within the city centre.

Visibility

- 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.

- Promoting responsible citizenship in respect of litter, graffiti, and related issues.
- Adherence to the uniform policy and adherence to the company's general dress code (uniform provided).

Use of technology

- 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.
- Maintaining methodical and accurate records of required information. This may be electronic or written, e.g. business interactions.
- Use of appropriate tools and equipment, including security radios and tablets/phones.

General

- Strict attention to personal responsibilities in the areas of risk management, health and safety, and welfare, both in terms of self and others.
- Undertake First Aid training and other training courses (at Company's expense) as and when required by the Company to achieve a satisfactory level of competence.
- Adherence to Company training procedures and protocols at all times, subject to level of attainment.
- Providing a supervisory and line management role for apprenticeships, volunteers or other trainee or voluntary support in the Street Ambassadors scheme.
- Completing any other duties as deemed appropriate and delegated by the line manager.
- 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"> • Strong understanding of the roles of key agencies working in Leicester city centre. • Friendly, outgoing personality, with a positive 'can do' attitude. • Exceptional communication skills, when dealing with visitors, businesses, residents, police, etc • Confidence in approaching city centre users in a warm, welcoming manner. • Ability to build rapport with businesses and answer or report their concerns sensitively and appropriately. • Ability to work outdoors, all year round (appropriate clothing will be provided). • Ability to concisely explain and describe geographical city centre locations. • Ability to remain calm in challenging situations. • Able to maintain awareness of your own safety and the safety of the general public. • Comfortable lone working as well as part of a team • Willingness and ability to follow operational procedures, as dictated by the Company. • Strong work ethic with flexible attitude to duties and hours • Good reporting skills • Smart, presentable, and reliable. • Attention to detail in keeping BID records up to date. 	<ul style="list-style-type: none"> • In depth knowledge of Leicester city centre. • Experience working in a customer facing role. • Passionate about Leicester. • Ability to prioritise tasks based on timescales. • Resilience and stamina to maintain energy during demanding days. • Negotiating skills to encourage businesses to engage with BID activity. • Experience working with spreadsheets to record data. • Self-awareness to reflect and critique interactions.

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

sophie@bidleicester.co.uk

Closing date: 5pm Monday 28th February 2022. Interviews to be held on Tuesday 8th March.

Shortlisted candidates will be asked to complete a written, scenario-based task prior to selection for interview.

References will be required from successful candidates, and subject to an enhanced DBS check.