

## TOURISM AMBASSADORS

### Role Summary

Become a 'Tourism Ambassador' this summer to promote a Central London Tourist hot-spot!

We are looking for enthusiastic, articulate and confident individuals to take on these unique roles. As a 'Tourism Ambassador' you will join a small team who will be allocated a lively, vibrant and exciting Central London location that is frequented by many tourists, especially during the hot summer months. Previous areas have included the South Bank, Bankside and London Bridge.

Within your team you will actively raise the profile of the local area by providing valuable information to visitors, helping tourists find their way, handing out maps, and advising on local activities and experiences.

You will be fully trained on your allocated area to ensure that you are knowledgeable, confident and able to give out specific advice and suggestions. These could include attractions, theatre, exhibitions, restaurants, bars, cafes and so on! We expect that you will be as enthusiastic about these vibrant areas as much as we are, and are able to portray this enthusiasm for all visitors to ensure that they are making the most of their visit.

The role is a fun, varied and sociable one, and is mainly based outdoors.

If you're available in London throughout the summer, enjoy interacting with people, have a knowledge/interest in tourism and are confident in providing information to visitors & tourists then this is the right job for you.



## Contract Information

- Fixed Term Contract, from May – September.
- Every weekend and bank holiday (some weekday shifts may be available too.)
- Shift lengths will vary, but approximately 4.5 hours long (plus a 30-minute unpaid break.)
- Shift times will vary, but will be between the hours of 10:00 – 17:00.
- Full training will be provided ahead of launch.
- Hourly rate of pay is £12.50 for shifts.
- Hourly rate of pay is £10.00 for training.
- (All hourly rates are inclusive of holiday pay.)
- Specific locations to be confirmed, but will be a Central London location (previous examples include Southbank and London Bridge.)

## Person Specification

### Essential:

- Fluency/good level of English, plus one additional language.
- The ability to interact and engage with visitors in a confident and charming manner.
- A sound knowledge of London tourist areas.
- An interest and/or knowledge of tourism, and the London arts scene.
- Excellent availability on weekends & bank holidays throughout May – September 2019.

### Desirable:

- Experience within visitor-based customer support, or customer service.



## Applications

To apply to become part of the team, please send your CV and a short cover letter to [alyx@impact-marketing.co.uk](mailto:alyx@impact-marketing.co.uk) with Ref: 'Tourism Ambassador 2019' in the subject line. Please include the following information within your application:

- Which languages you speak.
- Why you are interested in the role.
- Why you believe you are suitable for the role, including any relevant experience.
- Any weekend or bank holiday dates between May-September that you are not available for.
- If you have worked on this project previously, or have worked with us at Impact Marketing previously.

**Application Deadline: 29<sup>th</sup> April 2018**