

HOTA AMBASSADOR

Position Description

Position Title	Ambassador
Department	Visitor Services
Position Type	Volunteer
Reports to	Ambassador Coordinator
Direct Reports	N/A
Created Date	October 2020

HOTA

HOTA, Home of the Arts is a growing and ambitious arts precinct on the sun-filled Gold Coast with over 680,000 visitors every year.

Our work is carried out in line with our **HOTA Values** of Art, Citizenship, Curiosity, Integrity and Generosity.

At HOTA:

- We are creative thinkers and collaborators who are inspired by change and working in a diverse precinct environment.
- We are passionate about art and driven by the opportunity to educate, raise awareness and tell stories.
- We are dynamic caring and curious with a commitment to excellence, experience, and innovation.
- We display strong interpersonal and communication skills to engage and build communities.

The Team

The Visitor Services team has primary responsibility for delivering customer services across the HOTA Precinct, including live interpretations of the gallery, outdoor and performance art across the precinct.

The Ambassadors collaborate with and support the Visitor Services Officers, in welcoming visitors, delivering interpretation, monitoring the safety and security of our visitors, our building, and our art.

Role Overview

The Ambassador program is managed by the Ambassador Coordinator: however, the day-to-day operations of Visitor Services is managed by Visitor Services Coordinators who have authority to direct and support Ambassadors on the floor.

The Ambassador Team is a community of dedicated volunteers with a passion for art and the Gold Coast, in support of the growing ambition of the HOTA Cultural Precinct. The primary function is to build connection with visitors and share their passion for the arts. Our Ambassadors will have the ability to become an essential part of the HOTA Precinct experience being a welcoming presence, creating memories, and engaging with all visitors.

Key Ambassador Tasks

Under leadership of the Ambassador Coordinator:

- Welcome visitors to the HOTA precinct, offering customised information and recommendations for their visit or enquiry
- Engage and inspire visitors to the precinct with the creative spirit of HOTA providing high level customer service, insights, and visitor-appropriate art interpretation
- Present information for the public, focusing on your personal connection to, or interest in the art
- Provide proactive, sensitive, personable, and informed customer service to visitors at locations throughout the HOTA precinct
- Assist visitors with use of technology for interpretation, transactions, and evaluation
- Promote and conduct visitor evaluations and provide insights to the Visitor Services team about observations
- Promote extension opportunities for visitors, including Membership, upcoming HOTA precinct programs, tours, the Ambassador program, and direction to the HOTA website and social media
- Maintain a high level of knowledge relevant to visitors about HOTA and the HOTA Collection including but not limited to: programs in the Gallery and broader HOTA precinct, facilities and amenities, public transport, current marketing messaging, and other cultural and recreational tourism experiences on the Gold Coast
- Ensure an active contribution to a safe and secure workplace by monitoring art displays, visitor behaviour and well-being, and identifying and reporting incidents, risks and hazards
- Participate in daily briefings, debriefings, and training sessions to support continual improvement of the HOTA visitor experience
- Support queue management and visitor entry to exhibitions, events, and interpretive programs, with periodic monitoring of the self-cloaking areas
- Monitor and distribute collateral and interpretive consumables
- Understand and adhere to all policies and procedures relevant to the role

Availability, Skills, Experience and Qualifications

Availability

Ambassadors must be available to attend a minimum of one shift per fortnight, 23 fortnights per year, for an initial three-year commitment. Shift times may be during evenings, weekends and public holidays.

Skills and Experience

- A passion for art, exceptional customer service, and a love of the Gold Coast
- Highly developed emotional intelligence – with particular sensitivity to the needs of diverse audiences
- Exceptional communication skills with particular ability to learn, recall and convey artistic concepts and content, providing clear and accessible information and explanations
- Fitness to deliver static and mobile interpretation, including guided tours and other programs, lifting objects weighing up to two kilograms, standing, walking and talking for extended periods in a variety of indoor and outdoor spaces
- A flexible, collegial, and reliable work ethic.

Qualifications

- Blue Card – Queensland Working with Children Check (or the capacity to obtain a Card before commencing the Ambassador role)

Supporting Workplace Health & Safety

1. Ensure all work is carried out in accordance with the obligations detailed in the Workplace Health & Safety Act & Regulations.
2. In accordance with HOTA's Workplace Health and Safety policy, Ambassadors must ensure that they do not place themselves or others at risk of injury or illness. These obligations will be met by:
 - Adhering to WH&S obligations
 - Following all HOTA safe working procedures and practices
 - Advising the Ambassador Coordinator, where required, to avoid, eliminate or minimise potential hazards when a potentially hazardous work-related condition or practice is identified
 - Ensuring that instructions to protect health and safety are followed and all personal protective equipment provided is used, as directed.