

Statement of Duties

Customer Ambassador (Casual)

Reports to: Event Lead

The casual role of Customer Ambassador supports the successful and safe end-to-end delivery of various major, minor, sport, community, and entertainment events at GMHBA stadium.

Customer Ambassadors work mainly at Stadium gates and stands providing excellence in customer service, assisting with ingress and egress, and resolving ticketing and event operations matters.

This role requires you to know our Stadium, and operate in accordance with the Trust's event plans, standard operating procedures, and emergency management protocols.

Being the first point of contact with our customers, Customer Ambassadors assist and delight our customers with great customer service to ensure their experience at our venue is positive and memorable.

Customers Ambassadors can be allocated and reallocated to various event postings during an event, working across various parts of the stadium, depending on the needs of the business. These event postings may include:

- **Customer Service - Usher**
- **Customer Service - Sensory Room Attendant**
- **Gate or Stand Leader**
- **Ticket Seller**
- **Lift Attendant**
- **Inclusion Officer**

Key Accountabilities include but are not limited to-

- Provide excellence in customer service to fans, visitors, and customers within the expectations of the Trust's customer service promise philosophy and values.
- Attend and understand all event briefings and perform assigned event duties as per specific briefing details, event operational plans, and within our Event Management Framework.
- Follow the specific event management and standard operating procedures applicable to allocated event posting.

- Problem-solve minor event and venue operations issues proactively within the scope of allocated event posting and as per established processes and procedures. Escalate major issues to the Venue Control Room.
- Collaborate with colleagues, contractors, and service providers to ensure cohesive delivery of events.
- Operate in accordance with the Venue's communication protocols, ensuring the Venue Control Room has immediate visibility of any incidents and/or points of escalation.
- Know the Stadium and be able to share the key features of the stadium with customers and guests.
- Understand the event layout, specific event operations and activations, and share this information with colleagues and stakeholders as required.
- Understand and follow emergency management procedures, including knowing role in emergency situations, emergency exits and assembly points.
- Work diligently and efficiently by knowing event posting priorities.

Duties may include but not limited to-

- Perform event posting within the scope of event briefing including understanding and utilising knowledge around key event details, times, roles, teams, operating corporate functions and rooms, and ticketing details.
- Assist customers and fans with enquiries and general wayfinding.
- Operate lifts and assist customers using the lifts.
- Sell tickets at the ticket box which includes money handling.
- Attend to and resolve any minor and isolated incidents and operational issues. If unresolved escalate to Team Leader and/or Venue Control Room as per applicable procedures.
- Raise any major incidents or major ticketing issues that affect large numbers of patrons with Venue Control Room as per applicable procedures.
- Monitor and coordinate ingress, egress, and queue management at Gates/Stand
- Attend and/or conduct (occasionally) relevant pre, during and post event briefings.
- Conduct a white level search of designated area prior to operations and report any finding to the Venue Control Room.
- Ensure gates are set correctly and relevant equipment is in place and in full working order prior to operations.
- Report and manage incidents as per established process.
- Work collaboratively with external workforces (i.e., customer and security service providers) operating in the same area to ensure smooth operations. Liaise with the Team Leaders of the external workforces and notify of any operational inconsistencies witnessed at Gates or Stands.

- Understand and be able to implement emergency management processes, in addition to performing the role of Emergency/Area Warden as per procedure plans in any emergency.
- Acquires and maintains up to date working knowledge of each stand, bays, and seat locations.
- Acquires and maintains working knowledge of specific locations throughout the stadium, including and not limited to the Sensory Room, First Aid Rooms, Merchandise Outlets, Parents Room, Changing Places and Prayer Room.
- Provide excellence in Customer Service. This would include but it is not limited to:
 - Greet guests with eye contact and a smile on arrival and departure from the stadium.
 - Actively seek to assist attending guests and customers - be the first to greet and help our customers and guests.
 - Maintain your energy and a positive outlook while on duty and throughout the event.
 - Adopt empathetic mindset when meeting, greeting, and solving problems for customers thinking “What’s it like to be you”.
 - Ensuring your presentation, language, body language, dress, and manners are delightful for all customers.
- Apply general problem-solving skills.
- Act as a customer service team member specialist with a high knowledge of accessibility and inclusion provisions in the stadium. This member will become a key point of contact for the wider event workforce for information and support.
- Assist customers requiring using Stadium Sensory Room, as per established processes.
- Provide specialist support to people with disabilities by identifying the best path or travel and assisting them with navigating ingress and wayfinding.

OHS RESPONSIBILITIES

- Participate in the development of a safe and healthy workplace.
- Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Co-operate with management in its fulfilment of its legislative obligations.
- Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- Report any injury, hazard or illness immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not wilfully or recklessly interfere with safety equipment.