



CALL TO ARTISTS ... MUST BE ABLE TO SING!

The Waterfront Business Improvement Area (WBIA) is hiring eight (8) young individuals for their sixth season of the award-winning **Waterfront Singing Ambassadors™**. This program has been the proud recipient of the Toronto Association of Business Improvement Areas (TABIA) Marketing Award in 2013, as well as the 2015 Downtown Merit Award from the International Downtown Association (IDA) and the Award of Distinction from the 2016 BIA National Conference Awards. The WBIA is looking for outgoing, enthusiastic, and dynamic “Ambassadors” to travel along Toronto’s Waterfront and engage residents, visitors, and business members through assistance and entertainment.

Working in quartets, Ambassadors will approach visitors and answer questions, provide directions to particular attractions, destinations or activities, and offer recommendations on dining and shopping. They will also distribute Waterfront Savings Cards and WBIA event posters. The successful candidates will take part in spontaneous, a cappella performances of classic and current summer hits, singing in key locations along the Waterfront and targeting member businesses during peak hours.

Ambassadors will be available as a full group (on request) for all media appearances and special events - scheduled performances will be booked for both local and major neighbouring events. A swing shift may be required and Ambassadors will be given reasonable notice.

A paid orientation of Toronto’s Waterfront community will be provided June 5 - 9 and June 12 - 16. Ambassadors will be required to wear basic branded uniforms provided by the WBIA that include (2) polo shirts, windbreakers, fedora hats and backpacks. Ambassadors should wear their own clean white or beige pants, shorts or skirts; preferably their sense of style will reflect a nautical-inspired look.

Qualifications

- Passion for vocal music and experience with musical performances
- Comfortable approaching and engaging with members, residents and visitors
- Responsible, reliable and able to work autonomously
- Team player, innovative and resourceful
- High energy, personable, sociable, and confident
- Organized, creative, self-starter, ability to multi-task and take initiative

Other

- Ambassadors will use their cell phones for communication with each other
- A Team Leader will be selected from each quartet and given access to the WBIA office on weekends
- Two Social Media representatives will be selected from each quartet
- A Testimonials/Member Visits representative will be selected from each quartet

Duration: Monday, June 5 – Monday, September 4, 2017 – 13 weeks

Hours: 10:00 am – 6:00 pm, Thursday – Monday (including 1 hour unpaid lunch)

Wage: \$100 per day, based on \$14.²⁹ per hour

Before Monday, March 20, 2017 please submit your cover letter and resume by email only to:

Judit Tomka, Sphere Entertainment, judit@sphereentertainment.com