



Want to spend the summer by the water?

Love engaging with people?

Can you speak a second language?

This job is for you!

Waterfront BIA Summer Ambassadors Program

Number of Positions: 5

\$15.00 / hour, 37.5 hours / week

Full Time: May 22 - September 1, 2019

Wednesday – Sunday, 10-6

Want to spend your summer by the water in the heart of Toronto's primary waterfront destination? Love helping people? Interested in developing creative strategies to make the Waterfront a fun place to be all summer long? Then this job is for you!

The Waterfront Business Improvement Area (BIA) is hiring five (5) bright and enthusiastic, preferably multilingual individuals to be Summer Ambassadors for Toronto's Waterfront!

As a Summer Ambassador, you will be responsible for helping visitors to our area discover the amazing arts, parks, culture, restaurants and businesses that we have here at The Waterfront BIA. As part of the Summer Ambassador team, you will be charged with developing and setting up fun and engaging activities throughout the Waterfront BIA and using those activities to engage and assist people who come to visit Toronto's Waterfront from Toronto and across the world! You will also assist in developing content for our Social Media channels to help people online engage with our neighbourhood and its destinations.

We are looking for people who:

- Are multilingual: English and another language spoken with fluency is a significant asset.
- Can proactively, and professionally engage with a variety of guests, helping them to discover the area and engage in activities being run by the Summer Ambassador Team.
- Is creative and energetic, interested in developing fun ways to engage and assist area guests.
- Eligible for the Canada Summer Grant Program.

What you'll do as a Summer Ambassador:

- Be available to waterfront visitors for information and advice and act as a waterfront guide as necessary. Proactively engage visitors and provide information about area attractions, businesses and activities.

- Set up and administer brand activations, experiential marketing opportunities, games, promotions and giveaways along the waterfront, including the ability to develop your own ideas with Waterfront BIA staff.
- Monitor social media activity related to the waterfront for engagement opportunities with visitors and potential visitors. Work with Social Media Specialist to identify unique social media posting opportunities to promote the waterfront.
- Act professionally as spokespeople for the waterfront in social media and media.
- Support Waterfront BIA staff in fulfilling elements of the annual activity plan related to communications, activations and streetscape improvements.

Core Competencies

- *Tact and diplomacy*: Performs in a friendly but professional manner, aware of image and appropriateness in the day-to-day representation of the organization.
- *Proactive problem-solving*: Comfortable approaching new items both alone and as part of a team to identify the most appropriate course of action.
- *Brand Awareness*: Understands and takes ownership of The Waterfront BIA's brand, taking a leadership role within the Summer Ambassador team to demonstrate on a daily basis the core values of the organization.

Interested candidates should send a *resume and cover letter outlining any relevant experience, languages spoken, and information about yourself such as any hobbies or interests that you have to:* info@waterfrontbia.com