



Job Description: Welcome Ambassador

Reporting to: Horsham BID Manager

Location: Horsham

- Do you enjoy working with people?
- Is communication your forte?
- Are you happiest when working outdoors?
- Do you love Horsham?
- Are you self-motivated with lots of common sense?

If the answer is yes to these questions, read on.

We are looking for the ideal candidate to compliment our existing team of Welcome Ambassadors.

As a Welcome Ambassador, you will be the face of Horsham Town Centre, delivering excellent customer service and continually striving to deliver an experience second to none.

You are often the first point of contact for visitors and local businesses and should act in an appropriate manner to make people feel safe and welcome.

You should set a good example in all that you say and do. You will be 'on-stage' for 8 hours per day - this requires stamina, flexibility, tenacity and a good sense of humour!

Whilst employed by The Welcome People, on a daily basis you will represent Horsham BID (Your Horsham) in everything you do. You should therefore have an understanding of what a BID is and what the priorities of Horsham BID Ltd are.

Primary Responsibilities:

- Welcome and orientate visitors to the area in which you work, including the promotion of local attractions and events.
- Undertake business visits on a scheduled basis, promoting the work of the BID and dealing with appropriate issues raised by the businesses and following these through to a satisfactory conclusion.
- Report environmental issues as necessary using STRATA (our in-house reporting tool) and following through as necessary, updating the issues and informing relevant parties as required.
- Report issues of anti-social behaviour in accordance with company and site policies.
- Attend specified meetings as a representative of the BID and provide a briefing note/synopsis of the meeting and actions as required.

Additional Responsibilities:

- Assist with BID events

- Distribute literature on behalf of the BID to businesses and members of the public
- Assist with training of new recruits by shadowing and mentoring as required

Requirements of the Position:

- Excellent customer service skills
- Good communication
- Good local knowledge of the area
- An outgoing personality with a desire for delivering a quality service
- Stamina
- Flexibility
- Common Sense
- A good sense of humour
- Attention to detail
- Smart, professional appearance

We are looking for someone who can work a minimum of 2 days a week including Saturdays on rotation and the occasional Sunday. If you think you have what it takes to be part of our wonderful team please send us a covering letter to explain why you fit the role along with a copy of your CV. **Applications will not be considered without a cover letter. Email to: ambassadors@yourhorsham.com**

Pay: Starting at £12.75 but with a review pending within 3 months.

A bit about us:

The Welcome People are leaders in the field of providing quality on-street visitor welcome services to some of the UK's best-known destinations.

Dec 2025