

# FESTIVAL AMBASSADOR



The Arts by the Sea Festival is a contemporary festival of combined arts which takes place in various locations around Bournemouth. The Festival's mission is to deliver a programme of exceptional events, combining high-impact outdoor spectacles with world music, theatre shows, light art and digital installations.

**We have an incredible opportunity for you to get involved. If you love the arts, supporting your community and helping people have the best time possible, then you might have what it takes to become an Arts By The Sea Festival Ambassador.**

Festival Ambassadors are an invaluable resource for our audience, for the Festival and for the area. They help us ensure that our audience is happy, that we meet our obligations to our funders, and that we get more people involved in the arts and the Festival.

Festival Ambassadors can get involved in our main Festival which takes place in the heart of Bournemouth from Friday 29<sup>th</sup> September to Sunday 1st October 2023. There are also opportunities to support the Festival's community events at different times of the year.

## Ways to get involved as a Festival Ambassador

### Marketing

- Content Creation – photo and video
- Social Media – supporting our marketing and PR teams

### Visitor Relations

- Audience Support (hosting events / stewarding)
- Guest Relations – sharing information with visitors from our Info Point
- Information Ambassadors – roving support around the Festival, providing help, information, and event brochures for visitors

### Leaders

- Co-ordinating and leading our team of Festival Ambassadors
- Assigning tasks to Festival Ambassadors
- Ensuring Festival Ambassadors are prepared for their role
- Supervision and support of Festival Ambassadors during the event

### Technical/ Artist Support

- Helping to build and take down installations
- Hosting and escorting artists to and from installations
- Supporting the Arts Award programme (additional conditions may apply)
- Working with our sustainability partners in the Green Hub

## GENERAL INFORMATION

- Festival Ambassadors are based on site during the festival at various pre-assigned locations.
- Each Ambassador shift lasts 4 hours and every Ambassador commits to at least one shift.
- All your shifts and duties will be pre-advised, but Ambassadors should be flexible and open to operational changes.
- We operate to high safety standards and BCP Council's insurance covers Ambassadors who are on site and working.
- In order to be more visible to our visitors, Ambassadors wear clearly identifiable uniform while representing the Festival.

## REQUIREMENTS

### General requirements for all Ambassadors

- Festival Ambassadors are all aged Over 18.
- Festival Ambassadors have a genuine desire to help the Arts by the Sea Festival reach its goals.
- You will be able to understand and follow any safety instructions.
- As a Festival Ambassador you positively represent the Arts By The Sea Festival and the values we represent.
- You and your work will embody BCP Council's core values, policies and procedures which will be shared with you.
- For audience-facing roles, Festival Ambassadors enjoy engaging with people from different age groups and backgrounds.

### Marketing – additional requirements

- Knowledge and experience of using a professional camera.
- Have your own mobile phone or camera to record content.
- Knowledge and basic understanding of photoshop.
- Knowledge and experience of using marketing tools on social channels. (Instagram, Facebook, Twitter).

### Management – additional requirements

- Experience of leading, managing and supporting staff or volunteers.
- Clear communication and organisational skills.
- Ability to work in an exciting and fast-moving environment.

# FESTIVAL AMBASSADOR



## TRAINING

We are happy to provide our Festival Ambassadors with Training to help them succeed. This in-person training will take place before the festival in Bournemouth Town centre and it will include:

- Customer Service
- The event programme
- Manual handling
- Safety procedures
- Safeguarding
- Diversity and Inclusion

Other topics may be covered depending on circumstances, restrictions, and requirements in place at the time.

We can provide on-line training via teams for those who are unable to attend the in-person session.

## WHAT'S IN IT FOR YOU

We want our Festival Ambassadors to have positive experiences, learn new skills and develop new friendships as part of the Arts By The Sea team.

The knowledge and training we offer will help you develop enhanced customer service skills and have a deeper understanding of working in the field of Outdoor Arts.

If you are an Ambassador with our Marketing and PR team, you will gain experience working alongside an innovative and successful marketing agency who are keen to share their knowledge. They will help you better understand how to create effective images, and the best way to schedule social media posts for maximum exposure and profile growth while also giving you valuable content and experience for your professional portfolio.

-Festival Ambassador Leaders will have the opportunity to grow their management skills. You will schedule and support the Ambassador team while learning more about the requirements of running an Arts Festival including data collection, funding objectives, reporting, administration and, of course, volunteer co-ordination.

For more information, please contact Leigh Hayler [leigh.hayler@bcpcouncil.gov.uk](mailto:leigh.hayler@bcpcouncil.gov.uk)

To register for role please complete our

- application form <https://forms.office.com/e/HBHxyTZUKw>
- anonymous diversity form <https://forms.office.com/e/VVG6Q2sggX>
- agreement <https://forms.office.com/e/sQkDBMNwcB>

Deadline for applications in Friday 8<sup>th</sup> September and Leigh will get in touch with you to talk about which role you wish to apply for and organise training.