

# Palmerston North City Council Job Profile



<b>Position Title</b>	City Ambassador Team Leader
<b>Reporting to</b>	i-SITE Manager
<b>Unit</b>	Marketing & Communications
<b>Date last updated</b>	October 2019

## Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation form the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

## Context

Palmy is a city with so much on offer and the Marketing and Communications Unit of the Palmerston North City Council proudly creates, manages and delivers all marketing, communications and events requirements for the Palmerston North City Council and administers the i-SITE. The unit services the needs of many and varied stakeholders both internal and external to the council itself.

## Main Purpose

As part of the city's strategy to foster safe and connected communities, the Council created a City Ambassador programme to run annually from mid-December through mid-March to support more visitors and residents having a positive experience in Palmy's CBD. City ambassadors will be available within the CBD from Monday to Saturday between 11am – 5:15pm to help visitors, residents and businesses with any questions they may have about the city as well as staying alert to potential medical or other emergencies. The Team Leader – City Ambassadors is responsible for leading and managing the City Ambassador staff to ensure that they are able to deliver a high level of service in order to meet the objectives of the City Ambassador Programme. This role is also responsible for ensuring that particularly complex issues arising in the course of work are investigated and resolved satisfactorily.

## Responsibility for Managing Staff

This position is responsible for indirectly managing up to 2 staff members (City Ambassadors).

## Key Areas of Responsibility

- Oversee the team of 2 city ambassadors in the execution of their duties and manage rostering and casual staff as required to cover leave and other absences
- Identify staff training needs and following consultation with the i-SITE Manager implement appropriate training designed to upskill City Ambassador staff.
- Support staff to effectively carry out their duties through coaching and mentoring activities.
- Investigate and provide "expert" opinion on complex technical service delivery matters pertaining to City Ambassador work and to communicate decisions to relevant stakeholders on such matters.
- Ensure any continuous improvement opportunities are followed up in a consistent and coordinated manner as it pertains from a service delivery point of view.

# Palmerston North City Council Job Profile



- To identify solutions to any gaps in service delivery and take appropriate action.
- Act as a liaison with businesses, handling customer enquiries as they arise or referring these on to the relevant person within PNCC or other organizations
- Present a warm welcome and a pleasant view of the city centre to visitors
- Keep up to date with and provide visitors with accurate information about the city centre in general and about the retail, leisure and cultural options and things to do
- Carry out specific liaison duties as requested by PNCC and i-SITE management
- Report relevant information for action to the appropriate authority e.g. health and safety issues, graffiti, failed street lights, 'sharps' etc
- Liaise and operate alongside the i-SITE and Council Officers, Police, and external contractors in pursuit of Ambassador duties
- Maintain methodical and accurate records of required information
- Record all interactions to provide transparent reporting history and trends
- Provide fortnightly reports to the i-SITE manager
- Attend briefings with the Police to share updates and discuss any relevant issues
- Promote responsible citizenship in respect of litter, graffiti and related issues
- Contribute to the provision of an extensive and daily presence around the CBD area in all weathers to maximise contact with businesses and members of the public
- Attend training courses (at PNCC's expense) as and when required to achieve a satisfactory level of competence
- Distribute literature on behalf of the i-SITE as required

**Please note:** Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

## Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

# Palmerston North City Council Job Profile



## Key Relationships

### Internal:

- i-SITE Manager and team
- Community Development team
- Marketing & Communications unit staff
- PNCC Parking team and Customer unit staff

### External:

- City residents
- Visitors to the city
- Business owners
- Police (as required)
- Emergency services (as required)

## Typical knowledge, skills, and attributes:

### Knowledge (*qualifications and experience*)

- Experience working in a customer facing role such as in retail
- Experience leading or managing staff or rosters in a retail or other setting (2+ years)
- Passion for and knowledge of Palmy geography, events, businesses and things to do
- Strong understanding of the roles of key agencies working in Palmy's CBD

### Skills and Attributes

- Friendly, outgoing personality
- High degree of initiative and is attentive and proactive
- Confidence in approaching city centre users in a warm, welcoming manner
- Ability to build rapport with businesses and answer or report their concerns sensitively and appropriately
- Ability to explain and describe geographical city centre locations with concise clarity
- Ability to remain calm in potentially challenging situations
- Exceptional communication skills, when dealing with visitors, residents, police, etc
- Comfortable working alone as well as part of a team
- Strong work ethic with flexible attitude to duties
- Experience in personal protection/security
- Good reporting skills
- Smart, presentable and reliable
- Ability to solve problems
- Ability to foster a cohesive team environment
- Genuine desire to lead, coach and develop others to achieve the goals of the Community, Organisation, and individual
- Continuous improvement mind-set

# Palmerston North City Council Job Profile



## Remuneration

This role is graded at GP4 on the Council's remuneration system, i.e. between \$45,689 (85%) (equates to \$21.91 per hour) and \$53,752 (100%) (equates to \$25.77 per hour) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors. The salary will be pro-rated to reflect the hours worked.

## Other

The position may be called to work outside normal working hours in the event of a Civil Defence emergency or exercise. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

## Competencies

Core	
<b>Service</b>	<ul style="list-style-type: none"><li>▪ Recognises the diversity of customers, and adapts approach and style to meet their needs</li><li>▪ Offers customers a range of solutions to problems</li><li>▪ Demonstrates commitment to delivery of agreed solutions</li><li>▪ Delivers and follows up on solutions</li><li>▪ Seeks and gives feedback from customers</li><li>▪ Looks for where improvements can be made to systems and processes</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>▪ Clearly communicates messages in a concise manner</li><li>▪ Uses the most effective method and style of communication for the target group and the situation</li><li>▪ Uses active listening techniques including reflection and paraphrasing</li><li>▪ Shares ideas appropriately</li><li>▪ Recognises and minimises barriers to communication</li></ul>
<b>Business ethics</b>	<ul style="list-style-type: none"><li>▪ Demonstrates integrity, honesty, and commitment</li><li>▪ Acts ethically in all dealings</li><li>▪ Is equitable and ethical in the treatment of others</li><li>▪ Is prudent in financial dealings</li></ul>
<b>Information Technology</b>	<ul style="list-style-type: none"><li>▪ Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software</li><li>▪ Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals</li></ul>