



February 2026

Part-time Volunteer Coordinator and Welcome Ambassador

Fixed term to 30.09.2027

VOLUNTEER CO-ORDINATOR AND WELCOME TO GLOUCESTER AMBASSADOR ROLE

The “Welcome to Gloucester” Ambassador team are to be the friendly faces of Gloucester, a team of volunteers offering a warm and informed welcome to visitors, workers, residents, and students. Welcome to Gloucester Ambassadors guide people around the city, encourage them to visit Gloucester City Centre businesses, and explore must-see attractions. They are able to promote excellence and provide a high standard of customer service.

RESPONSIBILITIES:

- To lead a team of inspired and motivated volunteer ambassadors
- Recruitment and training of volunteers
- Manage rotas, uniform and any other practical needs of the volunteer team
- To keep up-to-date with all major activities in the city and share this information with the “Welcome to Gloucester” Ambassador Team
- Build a positive working relationship with businesses in the city

With the “Welcome to Gloucester” Ambassadors

- To provide a welcome in key areas of the city, both as a human information point or guiding people to key vantage points when appropriate
- To hand out maps or other materials to visitors.
- To conduct real time research to develop knowledge to provide the best information, continually updating the quality of the offer for Gloucester visitors
- To keep an eye out and report any issues to authorities
- To maintain a professional appearance and a cordial attitude towards all visitors and team members
- To comply with all Health and Safety and training requirements as directed by the Gloucester BID.

The aim is to have a pool of at least 30 “Welcome to Gloucester” Ambassadors who are supported by the Volunteer Coordinator and the project is overseen by the Gloucester BID.

QUALIFICATIONS/EXPERIENCE

Excellent knowledge of the city of Gloucester (preferred but can be provided)

Experience in volunteer management/training

Experience in a customer service environment

Experience of office systems

Health and Safety trained (preferred, but can be provided)

CORE SKILLS

Enthusiastic about Gloucester

Warm and friendly personality with strong interpersonal communication

The ability to work well with others as part of a team and leading a team

Excellent customer service

Initiative and adaptability



Foreign language skills would be an advantage
Like working outdoors in all weathers
Health and Safety trained (preferred, but can be provided)

Being a part of the Gloucester BID team:

- Maintain the highest standards of professionalism when interacting with fellow team members, management and visitors.
- Provide written reports, records and information as required, including information which can be used for the promotion of the organisation
- Undertake role relevant information and best practice training to maintain knowledge, keep up to date with legislation.
- Attend team meetings, monthly supervision and participate in organisational data collection as required.
- Contribute to effective team working
- Work within organisational policies and procedures at all times.
- Ensure security of data, especially sensitive personal data, in line with the information security policy
- Carry out any other duties that are within the scope, spirit, and purpose of the role, as required.

Practical Information:

This role is 15 hours per week. The split is typically 1/3 admin, research and support for the Gloucester BID, 1/3 volunteer recruitment and training, 1/3 working on shift alongside the Welcome to Gloucester Ambassadors (depending on gaps in the rota).

“Welcome to Gloucester” Ambassadors will be on duty at key high footfall events, Gloucester home games and key dates in the calendar (ie Cheltenham Race Weeks, Three Choirs, Gloucester Goes Retro, Christmas Markets), these vary in times so the coordinator needs to be able to work on those dates and times. Hours can be flexible to fit in with the needs of the role, and the personal circumstances of the individual and additional hours may be available at peak times by agreement.

Rate of Pay:

Actual salary payable for this part-time role will be £11,310 or up to 14.50 per hour (depending on experience).

28 days holiday per year (including bank holidays) on a pro-rata basis

Location:

Central area of Gloucester city. Home working is not available for this role.

The job description is a guide to the nature of the work required but does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in future.

Equal Opportunities

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.