

# Reading Welcome Ambassador

## Volunteer Role Description

### Background

Thank you very much for expressing an interest to volunteer as a Welcome to Reading Ambassador.

With 50,000 people (pre-COVID average) passing through Reading Station every day, your role will be to provide a warm welcome to our many visitors and ensure they make the most of their visit to Reading.

As a Reading Welcome Ambassador, you will be based inside the new Reading Station concourse to provide the first point of contact in Reading for many people visiting the town. You will create a good first impression of Reading, welcoming visitors, highlighting the many events, town centre attractions and leisure opportunities that visitors could enjoy. You will help direct them to their business meeting or appointment or point out how they can get to the University, the Madejski Stadium or the shops.

You will contribute your time, commitment, positive energy, limitless enthusiasm, knowledge, skills, expertise and pride in our town! In return, you will help Reading's economic recovery from the pandemic by supporting our businesses and leisure economy, take pride in promoting your town, work with other volunteers to help shape a new project for Reading, receive a Welcome to Reading branded t-shirt/jacket and become part of the Reading UK team. We will provide a reference for volunteers who volunteer for a minimum of 8 weeks.

You will volunteer for a regular shift (preferably once a week) of three hours at a time and be provided with Reading-branded clothing to make you visible to visitors and station staff. Volunteers will ideally work in pairs (although this may not always be possible) and will receive training, including how to work COVID-safe, full station induction and a range of tourist collateral to help you provide an excellent service to visitors.

### The volunteer role

You will:-

- Provide an outstanding level of customer service to visitors.
- Provide a visible and approachable welcome.
- Welcome all visitors regardless of gender, race, colour, ethnicity, nationality, disability, sexual orientation, age, religion.
- Deal calmly with a wide range of enquiries about Reading and do your utmost to try and help visitors with their queries.
- Be responsible for a mobile information point which will act as a visible welcome and information point inside the station by the main exit barriers on the town centre side.
- Liaise regularly with the Volunteer Manager to agree the rota.
- Check tourist information stocks / log requests to replenish stocks.
- Work with key station stakeholders – Network Rail, GWR and the British Transport Police
- Represent Reading UK and Reading to the world.

## Person specification

- Enjoyment of and experience in dealing with people
- Interested in, and good at talking to, other people
- Ability to read and explain timetables / maps and give directions
- Buckets of common sense!
- Be reliable and be responsible for your own time keeping
- A confident person who can operate in a busy public environment
- Independent and self-motivated and someone who takes ownership of a role
- Good knowledge of Reading, its geography and its tourist and business locations
- An awareness of how to keep up to date with current events happening in Reading
- A lively and outgoing manner
- A desire to help people discover the many attractions Reading has to offer
- Above all, you will be a passionate and enthusiastic advocate for Reading

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For more information or to apply for this volunteer role, please contact:

Alex Brannen

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