

JOB DESCRIPTION

JOB TITLE: SEASONAL BEACH AMBASSADOR
DEPARTMENT: TOURIST DEVELOPMENT COUNCIL
DIVISION: TOURIST DEVELOPMENT COUNCIL
REPORTS TO: TDC EXECUTIVE DIRECTOR
SALARY: \$12.00 PER HOUR
REVISED: FEBRUARY 4, 2014

NON-EXEMPT

GENERAL DESCRIPTION:

The Beach Ambassador works in unison with the Tourist Development Council Executive Director, Marketing Manager, Business Manager and Welcome Center Manager with daily activities that foster and promote the Gulf County brand including visitor services, brand communications, beach ambassadorship, Welcome Center organization and brand stewardship. The Beach Ambassador reports directly to the Executive Director. In addition, the Beach Ambassador is an employee of Gulf County working under the Chief Administrator and the Board of County Commissioners. The Brand Ambassador will conduct all duties productively, efficiently, transparently and with the mission to contribute to a relevant and collaborative operation. The Beach Ambassador must follow all county policies and is subject to the Sunshine Law.

PRIMARY RESPONSIBILITIES:

- Drive along Gulf County beaches acting as a brand ambassador whose mission is to interact with visitors and residents
- Educate visitors and residents regarding Gulf County beach and safety ordinances as adopted by the Gulf County BOCC with the purpose of preventing visitors and residents from receiving citations and fines from the Gulf County Sheriff's Office
- When asked, provide Gulf County information to visitors including accommodations, dining facilities, recreational activities, locations of public beach accesses and all available services to help enhance their visit to Gulf County

- Obtain photographs and or videos as needed, submitting to the Marketing Manager to upload to various media outlets for the purposes of public relations and marketing the brand and destination
- Complete and submit weekly reports of interactions, conversations, issues, sightings and observances to the Executive Director
- Report violations and or beach activity regulations and procedures to the Sheriff's Office
- Travel between St. Joe Beach, Cape Sand Blas and Indian Pass daily
- Communicate with the Executive Director and the Business Manager to report excess trash and/or dirty beaches to ensure they are cleaned immediately
- If necessary, assist GCTDC team at the Welcome Center
- If necessary, support GCTDC staff in compiling packets, copies, collateral requests, mailroom duties and fulfilling promotional items requests.
- Represent Gulf County BOCC, the Gulf County TDC and the tourism industry with positive energy and enthusiasm

KNOWLEDGE, SKILLS AND ABILITIES:

- Be a people person who conducts themselves in a pleasant and professional manner at all times
- Ability to answer visitor's questions
- Ability to address sensitive issues if they arise with visitors and manage the situation with ease and professionalism
- Ability to handle stressful situations
- Be a team player who can establish and maintain effective working relationships with peers, County colleagues and the general public
- Knowledgeable regarding Gulf County landmarks, history, things to do, restaurants, etc.
- Ability to interact with Industry partners, media reps, and other travel/TDC related professionals in a warm and inviting manner
- Be available to adjust hours to greet visitors, guests and residents in the Welcome Center
- Ability to communicate well both verbally and in writing
- Safely operate a vehicle with a trailer and ATV attached. Must be able to drive on sand, operate a 4-wheel drive vehicle and unload/load the ATV
- Operate computers, copiers, postage machines and radios
- Make oral and written reports; maintain records; and distribute information in an orderly manner
- Understand and follow oral and written instructions
- Self-motivated and work within timelines and deadlines
- Perform other duties as assigned and required

- Understand and adhere to the GCTDC Standard Operating Procedures at all times

MINIMUM QUALIFICATIONS:

- High school diploma or equivalent (GED)
- Customer service experience
- Valid driver license from the state of legal residence

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be successfully met by an employee to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions:

- While performing the duties of this job, the employee is required to sit and talk or listen
- The employee is required to walk; use hands to finger, handle or feel objects, tools, or controls; and reach with hands and arms
- The employee is required to stoop, kneel, crouch or crawl
- The employee must be able to lift and or move up to 25 pounds
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus

The work environment characteristics are those an employee encounters while performing the essential functions of this job. The employee frequently works in outdoor conditions and may be exposed to wet, humid and otherwise inclement conditions. The noise level in the work environment is usually quiet.

WORK SCHEDULE:

The Seasonal Beach Ambassador will work 30 hours per week, Sunday through Tuesday 8:00 AM to 6:00 PM beginning May 25, 2014 through September 2, 2014. Brand training for the Beach Ambassador will be May 19 – 22, 2014.