

OVERVIEW

Customer Experience Ambassadors are volunteers who welcome guests and meet access requirements, with customized services to create memorable experiences. They are passionate about building community, creating inclusive spaces, and fostering relationships with artists and audiences.

Customer Experience Ambassadors are the face of Performing Arts, and they represent the City of Brampton. They promote our services and products, and they personify our brand. These brand ambassadors are enthusiastic about our programming, and our venues. They contribute to shaping guest experiences and making memories that last. They deliver inclusive services and experiences that are synonymous with Brampton Theatres.

Customer Experience Ambassadors embrace diversity in culture, race, gender, experience and performance styles.

RESPONSIBILITIES

- Have genuine commitment to excellence in customer service
- Strive to meet and surpass guest expectations
- Welcome guests warmly and proactively identify and address their needs
- Ensure access requirements are met
- Respond to guest questions and concerns courteously, with a focus on service and resolution
- Escalate, as appropriate, any potential service issues while guests wait
- Foster positive relationships with audiences
- Promote positive, courteous and professional interactions with guests, with the public, and with staff
- Contribute to an environment of continuous improvement and service
- Demonstrate commitment to the Performing Arts and City of Brampton teams
- Represent the City of Brampton positively in all interactions
- Contribute to an environment of continuous improvement and service

ROLES

- Theatre Usher: greet patrons, scan tickets, seat patrons, coat check, host
- Student Ambassador: greet patrons, seat patrons, coat check, host
- Administrative: marketing and outreach support, Volunteer department support
- Patron Liaison: support patron accessibility needs

USHERS

- Platinum Usher: 20 shifts or more per quad, 8 credit shifts
- Gold Usher: 8 shifts or more per quad, 4 credit shifts
- Quads: July-October, November-February, March-June
- Credit shifts: school performances including AA, rentals
- Ushers can change categories based on the number of shifts completed during each quad

SCHEDULES

- The monthly calendar is released the second Friday of each month (approx. 12pm)
- Platinum Ushers sign up on the 3rd Monday of the month (approx. 12pm) on [My Volunteer Page](#)
- Platinum Usher shifts are assigned on the 3rd Wednesday of each month (approx. 12pm)
- Gold Ushers sign up on the 3rd Wednesday of the month (approx. 12pm) on [My Volunteer Page](#)
- Gold Usher shifts are assigned on the 3rd Friday of each month (approx. 12pm)
- The Usher schedule is published on the 3rd Friday of each month and all remaining shifts can be selected without additional approval (approx. 12pm)

REQUIREMENTS

- Volunteer Services department requires a minimum commitment of 40 hours per year
- If the 40 hour minimum is not met, status will become inactive until a return date is discussed
- 1 year of inactivity will result in removal from the Customer Experience Ambassador program following a conversations with the Coordinator, Volunteer Services
- Extended time away can be requested for illness or travel