

LEAD AMBASSADOR



JOB OVERVIEW:

The Lead Ambassador role is designed to shatter expectations, fulfill the basic human need for connection and to help narrate the visitor journey into the extraordinary.

The Lead Ambassador will be highly visible and personify AREA15 itself: Authentic. Engaged. Uninhibited. Welcoming. Visionary. They will radiate positive energy & useful information.

The Lead Ambassador will be the first point of contact for our visitors, especially on digital channels. They are responsible for engaging with visitors and assisting them with any of their needs and questions pre-, during and post visit to AREA15, providing only the best in customer service both in-person and on AREA15's digital platforms.

We strive to have an open-minded, inclusive, diverse and hard-working team of employees that come together every day to provide joy and delight to our guests, partners and co-workers.

RESPONSIBILITIES AND DUTIES:

- Provide customer service support by answering customer service inquiries and requests via phone, email and Chat (online messaging); walking visitors through onsite sales and making ticket changes as needed.
- Assist in implementing t as part of the Customer Experience.
- Maintaining and updating AREA15 FAQ's.
- Assist Marketing team to monitor information on website and other various digital outlets to ensure consistent and real-time messaging is accurate (hours of operations, current event details, etc.)
- Work with Management (CX Assoc. Director and Supervisor) to act as manager on duty in the absence of Management: overseeing daily operations and administrative duties of the CXC, monitoring team members, handling escalation issues and escalating situation(s) to management team when deemed necessary; leading daily debrief sessions with Ambassador teams post-huddle and with Ambassadors scheduled for later shift-assignments; makes sure all Ambassadors are following department P&P's including completion of arrival and departure checklists.
- Work with Management on Marketing-based project assignments and promotions (i.e. talent, creative needs as determined by project)
- Work with Management to meet KPI's & Sales Goals for Membership and other experience/event sales initiatives.
- Act as a manager on duty during an absence of the management team member.

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RESPONSIBILITIES AND DUTIES (CONTINUED)

- Work with Customer Experience Management and Marketing team on a daily basis to understand and convey all marketing and sales messaging and initiatives
- Play a role in the narrative of AREA15, guiding visitors in their journey throughout the space and discovery of AREA15's special access opportunities while identifying upsell opportunities at AREA15's various retail & experience outlets
- Identify interest and understand customer needs and requirements, and seek to provide timely and positive resolutions
- Acts in various capacities including: Greeter/Floater, Brand Ambassador/Promoter/Influencer, Hospitality Agent, Tour Guides, Street Team Member. The Ambassador will be expected to be flexible and fulfill any of these responsibilities at any given time.
- The Ambassador will be available throughout the property for directions, visitor questions and "Surprise & delights". Will work special events as needed.
- Conduct Insider Experiences, VIP meet & greets and group tours. Be able to speak to the history of the project and its current services and offerings. Able to liaise with various departments & partners throughout property.
- Promotion of AREA15 and its services: distributing brand product samples, brochures, flyers, etc., to various events and in support of on-site ticket sales at AREA15
- Represent AREA15 at off-site promotional, concierge and community events (i.e. Tradeshows, Convention, Festivals, Pre-shifts and more)
- Report on demonstration-related information (interest level, questions asked, number of samples/flyers distributed etc.)
- Work collaboratively with Customer Experience managers, operations, and marketing teams to increase visitor engagement
- Participate in social media activities such as video/photoshoots and content capturing to support social media team(s)
- Perform all duties assigned.

QUALIFICATIONS & SKILLS

- Prior AREA15 Visitor Service Ambassador experience required and employed by AREA15 for a minimum of 6 months.
- Must have experience in customer service and Administrative responsibilities. Digital apps preferred.
- College degree or related experience in marketing, communications or sales is preferred.
- Must be self-motivated and outgoing, should be pro-active in visitor approach and engagement on and off property
- Have a talent for relationship-building and storytelling, willing to dress in costume. Bring an out-of-the box approach and entertainment-factor to surprise and delight visitors.

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QUALIFICATIONS & SKILLS CONTINUED

- Exceptional customer service, excelling in verbal communication and in-person conversational skills
- Ability to understand visitor needs, handle different types of personalities, and escalate situation to the management team when deemed necessary.
- Strong listening, communication, presentation and social skills
- Demonstrate and provide information on AREA15 and its experiences
- Be authentic in your enthusiasm for AREA15
- Must be willing to act in a social media influencer capacity, participate in promotional content for AREA15 and have strong social, local and industry network in Las Vegas (or beyond). Knowledge of local market & visitation trends, preferred.
- Must be able to stand for long periods of time and in various weather conditions
- Must have flexible schedule; able to work nights & weekends
- Must have valid driver's license and willing to travel if needed
- Must have or obtain valid Sheriff's card
- Knowledge of Paychex, Ticketure, ZOHO and Microsoft office a plus.

ABOUT AREA15

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment complex offering live events, immersive activations, monumental art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. With a growing collection of dynamic destinations including [Dueling Axes](#), [Emporium](#), [Lost Spirits Distillery](#), Oddwood Bar, Wink World, The Beast, a culinary experience by Todd English, and anchor experience, Meow Wolf's Omega Mart, AREA15's is an ever-changing art, retail and entertainment destination attracting locals and tourists of all ages.

For more information visit www.AREA15.com and follow on Instagram and Twitter: @AREA15Official; Facebook: [AREA15LasVegas](#) and YouTube: [AREA15](#).

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.

To apply for this position, [CLICK HERE](#).