



**WESTERN SYDNEY WANDERERS FC  
WANDERCREW POSITION DESCRIPTION  
PROMOTIONAL AMBASSADOR**

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**TITLE:** Promotional Ambassador

**DEPARTMENT:** Marketing & Brand Department

**LOCATION:** ANZ Stadium and Spotless Stadium

**REPORT TO:** Marketing & Brand Manager

## **OVERVIEW**

The Promotional Ambassador will be required to assist the Western Sydney Wanderers FC (Club) on match days for up to four hours. Ambassadors will need to attend games early to familiarise themselves with the event and prepare for their briefing. If you are part of the pre-game activities you will be required earlier.

## **PURPOSE OF ROLE**

- Coordinate the set up and pack up of match day giveaways around the stadium and on-field activations
- Engage with Members and fans with a positive, polite, confident and friendly manner
- Ensure as many Members and fans are spoken to in a polite and friendly manner and given something on match day
- Ensure all giveaways are handed out on a match day
- Get talent to the field-of-play on time for activations
- Follow correct procedures when setting up, packing up and operating in stadiums

## **KNOWLEDGE, SKILLS AND BEHAVIOUR REQUIRED**

- Good organisational skills
- Friendly, supportive and approachable manner at all times
- Can work in a team environment and take instructions from the group leader
- Punctual and presentable with pride in delivery of the job you are assigned
- Willingness to adapt and adjust based on the needs of the environment
- Have a good knowledge of the stadium(s) and where things are in the event someone asks you a question

## **KEY AREAS OF RESPONSIBILITY**

- Arrive at the match venue on match day at the time specified in your match day brief
- Ensure that all match day giveaways are in place before gates open to Members and fans
- Co-ordinate with group leader timings and specific roles on the match day
- Hand out match day giveaways to as many Members and fans as possible
- Willingly approach a Member or fan in a courteous, polite and conversational manner

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- Provide information when asked questions by Members and fans as they walk through the gate (all relevant information will be provided prior to the match day)
  - Pack down any empty boxes and dispose of them in the correct manner at kick-off
  - Pack up any displays with care and place them back in the match day operations office
  - Meet talent for on-field activations and deliver them to the on-field floor manager at the specified time
  - Set-up and pack down pre-match and half-time activations in a timely manner
  - Confirm with your Hub Leader that your role is finished prior to leaving

## **UNIFORM**

You will be provided free of charge with:

- One (1) Wandercrew polo shirt

You have the option to purchase:

- One (1) Wandercrew jacket is available RRP \$60

You are required to wear in addition to the polo and jacket:

- Black pants or long shorts and comfortable footwear (preferably Nike sneakers)

## **PARKING AND TRANSPORT**

- There are a number of public transport options available to and from Sydney Olympic Park — please note select public transport is free with your tickets or Memberships
- Parking is available at P1 at your own cost

## **VOLUNTEER POLICIES**

Club appointed volunteers are expected to comply with the following rules and regulations:

1. Attend all non match day and match day briefing sessions and meetings arranged by the Club
2. Arrive at the match venue at the time stipulated by the by your direct report
3. Must wear the uniform provided and specified by this position description
4. Abide by accreditation terms including not issuing/lending passes to family, friends and the general public
5. Adhering to radio protocol if issued with a radio
6. Must not loiter in the player's tunnel, outside team dressing rooms and areas not directly related to their role
7. Must not stand in the tunnel during the match
8. Must sit down in seats allocated on your ticket(s) when not working

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9. Must not eat in the tunnel or whilst working on the field of play — Field-of-Play Assistants are permitted to place a bottle of water/drink underneath their chair
  10. Agree not to use mobile telephones, photographic cameras, video cameras and any other electronic devices when within the confines of the change rooms, tunnels and highly restricted areas, in addition at no point is anyone to take photos of any of the children participating on match day
  11. Agree not to request an autograph from any player, team official, club official or any other individual
  12. If requested to, return accreditation at the end of the match
  13. Abide by Club management and staff directions at all times