

GayDays® Ambassador Coordinator

Department: Guest Services / Event Operations

Reports To: GayDays® Executive Producer / Owner

Works Closely With: Stage Manager, VIP Events Producer, Entertainment Creative Director, Hotel Front Desk, Hotel Reservations Manager, Ticketing/Registration Team & GayDays® Management

Event: GayDays® Orlando

Position Overview

The **GayDays® Ambassador Coordinator** is responsible for recruiting, organizing, training, scheduling, supervising, and supporting the GayDays® Ambassador Team.

Ambassadors are often some of the first people guests interact with, so this position plays an important role in creating a welcoming, organized, and professional GayDays® experience.

The Ambassador Coordinator should be a **leader, problem-solver, cheerleader, and positive representative of GayDays®**. This person is expected to support both paid Ambassadors and volunteers, maintain strong communication, protect the safety and well-being of the team, and make reasonable operational decisions during the event.

The goal is to create an Ambassador program where team members feel prepared, appreciated, supported, and excited to represent GayDays®.

Ambassador Recruitment

The Ambassador Coordinator is responsible for actively recruiting both **paid staff and volunteers** when needed.

Responsibilities include:

- Promote Ambassador opportunities through GayDays® social media and approved channels.
- Recruit individuals who are friendly, dependable, professional, and comfortable working with guests.
- Clearly communicate whether each position is paid, volunteer, or incentive-based.
- Maintain an active list of prospective Ambassadors.
- Follow up with applicants and confirm availability.
- Identify staffing shortages early.

- Build a reliable pool of returning Ambassadors for future years.
- Encourage Ambassadors to recruit additional qualified team members when appropriate.

Ambassador Database

The Coordinator is responsible for maintaining an organized and current **Ambassador database**.

The database should track information such as:

- Name
- Contact information
- Availability
- Paid or volunteer status
- Assigned shifts
- Position or work area
- Training completion
- Special skills
- Previous GayDays® experience
- Attendance
- Performance notes when appropriate
- Incentives earned
- Meals or other benefits provided
- Emergency contact information when required
- Other operational information approved by management

The database should be updated throughout the planning process and after the event so it can be used for future GayDays® planning.

Ambassador Scheduling

The Ambassador Coordinator is responsible for creating and maintaining Ambassador schedules.

Responsibilities include:

- Determine staffing needs with GayDays® management.
- Create schedules for check-in, ticketing, doors, guest services, special events, Ambassador Lounge coverage, and other assignments.
- Schedule appropriate coverage for peak arrival and event times.
- Avoid excessive or unreasonable shifts whenever possible.
- Account for breaks and meal periods.
- Track schedule changes.
- Fill open shifts.
- Manage call-outs and staffing emergencies.
- Clearly communicate updated schedules to Ambassadors.
- Maintain an accurate master schedule for management.

Ambassador Handbook & Orientation Materials

The Coordinator will create and maintain a **GayDays® Ambassador Handbook** and orientation materials.

Materials should include, when applicable:

- GayDays® mission and guest-service expectations
- Event schedule
- Ambassador roles
- Dress code
- Check-in procedures
- Ticket procedures
- Guest-service standards
- Safety procedures
- Emergency procedures
- Cash-handling expectations
- Hotel information

- Escalation procedures
- Who to contact for different issues
- Ambassador Lounge expectations
- Break procedures
- Confidentiality expectations
- Social-media expectations
- Lost-and-found procedures
- Accessibility and guest-assistance expectations
- Standards of conduct

Information should be written clearly so Ambassadors can use the handbook as a practical reference during the event.

Ambassador Orientation & Training

The Coordinator is responsible for conducting Ambassador orientation before and during GayDays®.

Training should cover:

- Guest check-in procedures
- Reservation lookup procedures
- Ticket receiving and verification
- Ticket scanning or ticket taking
- Wristbands or credentials
- Comp ticket procedures
- Reservation changes
- Guest questions
- Escalation procedures
- Cash and money-box procedures
- Safety expectations
- Emergency contacts

- Hotel coordination
- Professional conduct
- Guest privacy
- Ambassador responsibilities

The Coordinator should confirm that Ambassadors understand their assignments before placing them in guest-facing positions.

Ambassador Lounge

The Ambassador Coordinator is responsible for coordinating the **Ambassador Lounge or designated staff break area**.

Responsibilities include:

- Establish an organized Ambassador Lounge.
- Maintain basic lounge supplies.
- Coordinate Ambassador meals, snacks, beverages, and break needs when available.
- Keep the area clean and organized.
- Establish rules regarding access.
- Post schedules and important communications.
- Use the lounge as a central location for Ambassador information and support when appropriate.

Donations & Ambassador Hospitality

Before GayDays®, the Coordinator should actively seek opportunities to reduce Ambassador hospitality costs through **donated or sponsored food and beverages**.

This may include contacting:

- Restaurants
- Food trucks
- Local businesses
- GayDays® vendors

- Sponsors
- Beverage companies
- Community partners
- Nearby businesses

The Coordinator may request donations such as:

- Snacks
- Bottled water
- Soft drinks
- Breakfast items
- Lunches
- Dinners
- Gift cards
- Ambassador appreciation items

All donation requests should represent GayDays® professionally and comply with any sponsorship or approval procedures established by management.

Ambassador Incentive Program

The Coordinator will develop and administer an **Ambassador Incentive and Recognition Program** within an approved budget.

Possible incentives may recognize:

- Number of shifts completed
- Reliability
- Guest-service excellence
- Returning Ambassadors
- Additional shifts volunteered
- Positive guest feedback
- Successful recruitment of other Ambassadors
- Outstanding teamwork

- Leadership
- Going above and beyond

Incentives may include approved event passes, recognition, prizes, merchandise, upgrades, meals, future-event benefits, or other rewards authorized by GayDays® management.

The goal should be to make Ambassadors feel that their contribution is **recognized and appreciated**.

Guest Check-In & Registration Operations

During GayDays®, the Ambassador Coordinator will supervise Ambassador participation in guest check-in and registration functions.

Responsibilities include:

- Teach and supervise check-in procedures.
- Make sure Ambassadors understand reservation verification.
- Coordinate guest credential distribution.
- Monitor check-in lines and guest flow.
- Resolve routine guest issues.
- Escalate significant reservation or payment concerns when appropriate.
- Maintain professionalism during high-volume periods.
- Work closely with the **hotel front desk and hotel reservations manager** to resolve reservation concerns.

Ticket Receiving & Ticket Taking

The Coordinator is responsible for training and supervising Ambassadors assigned to ticketing functions.

Responsibilities include:

- Explain ticket verification procedures.
- Train Ambassadors on ticket scanning or ticket taking.
- Explain complimentary ticket procedures.
- Prevent duplicate or unauthorized entry.

- Coordinate ticket issues with management.
- Maintain accurate records when manual changes are required.
- Ensure Ambassadors understand which events require separate tickets or credentials.
- Protect guest information.

Complimentary Tickets & Reservation Changes

The Ambassador Coordinator must maintain accurate records of **all approved changes involving reservations or complimentary tickets** that occur through Ambassador-operated areas.

This may include:

- Complimentary tickets issued
- Ticket replacements
- Ticket upgrades
- Approved reservation modifications
- Credential changes
- Name changes
- Guest additions
- Management-authorized exceptions
- Other adjustments affecting guest access

Changes should be properly documented so GayDays® management has an accurate record of what occurred and who authorized the change.

Unauthorized complimentary admission, credential changes, or reservation adjustments should not be permitted.

Money Box & Cash Control

When Ambassadors handle cash or a money box, the Coordinator is responsible for protecting those funds and maintaining appropriate controls.

Responsibilities include:

- Maintain control of the assigned money box.

- Limit money-box access to authorized individuals.
- Ensure cash is never left unattended.
- Follow approved cash-counting procedures.
- Document beginning and ending balances when required.
- Report discrepancies immediately.
- Coordinate secure transfer of funds to authorized management personnel.
- Maintain appropriate records of cash transactions.

The Coordinator should never place an Ambassador in a cash-handling position without providing appropriate instructions.

Ambassador Safety

The **safety of Ambassadors is a major responsibility of this position.**

The Coordinator should:

- Monitor working conditions.
- Make sure Ambassadors receive reasonable breaks.
- Address unsafe situations.
- Avoid assigning Ambassadors to situations they are not trained or equipped to handle.
- Ensure Ambassadors know how to reach security, management, or emergency services.
- Respond appropriately to guest conflicts.
- Remove an Ambassador from a situation when safety is a concern.
- Report incidents to GayDays® management.
- Document significant safety or security issues when required.

Ambassadors should never be expected to physically intervene in dangerous situations. Security or appropriate emergency personnel should be contacted.

Hotel Coordination

The Ambassador Coordinator will maintain a close working relationship with the **hotel front desk and hotel reservations manager**.

This includes:

- Coordinating guest reservation questions.
- Resolving discrepancies between GayDays® information and hotel records.
- Communicating large guest arrival periods.
- Coordinating room or reservation changes when authorized.
- Helping direct guests to the correct hotel department.
- Maintaining positive and professional communication with hotel employees.
- Escalating significant issues to GayDays® management when necessary.

The Ambassador Coordinator should help create a cooperative relationship between GayDays® and hotel operations.

Daily Management Reports

The Ambassador Coordinator will provide **daily reports to GayDays® management during the event**.

Reports should include relevant information such as:

- Ambassador attendance
- Call-outs
- Staffing shortages
- Schedule changes
- Guest-service issues
- Reservation changes
- Complimentary tickets issued
- Cash or money-box activity
- Safety incidents
- Hotel coordination issues
- Ambassador concerns

- Positive guest feedback
- Important operational observations
- Recommended follow-up

Serious concerns should be communicated immediately rather than waiting for the daily report.

On-Site Supervisor & Decision-Making Authority

During GayDays®, the Ambassador Coordinator serves as the **direct supervisor of the Ambassador Team**.

The Coordinator is expected to use good judgment and make reasonable operational decisions without waiting for management approval on every minor issue.

The Coordinator is encouraged to:

- Solve routine problems.
- Reassign Ambassadors when necessary.
- Adjust breaks.
- Fill staffing gaps.
- Address guest-service issues.
- Correct improper procedures.
- Make decisions that protect Ambassador safety.
- Organize Ambassador resources based on changing event needs.

Significant decisions involving money, complimentary admission, major reservation exceptions, policy changes, guest removal, safety emergencies, or commitments on behalf of GayDays® should be escalated to the appropriate GayDays® management representative.

Ambassador Performance & Accountability

The Coordinator is responsible for maintaining appropriate performance standards.

This includes:

- Addressing repeated lateness or absences.
- Correcting improper guest-service behavior.

- Coaching Ambassadors when improvement is needed.
- Recognizing strong performance.
- Documenting significant concerns when appropriate.
- Removing an Ambassador from duty when behavior creates a serious operational, guest-service, or safety concern.
- Providing management with recommendations regarding future Ambassador participation.

Positive Leadership & Event Promotion

The Ambassador Coordinator should be one of the strongest **cheerleaders for GayDays® and the Ambassador Team.**

The Coordinator is expected to:

- Maintain a positive attitude.
- Motivate Ambassadors.
- Thank team members frequently.
- Celebrate successes.
- Create excitement before the event.
- Promote GayDays® positively.
- Encourage Ambassadors to promote the event.
- Help build pride in being part of the GayDays® team.
- Lead by example during stressful situations.
- Keep internal frustrations away from guests.
- Bring concerns to management privately and professionally.

The Coordinator should create an environment where Ambassadors feel that they are an important part of making GayDays® successful.

Qualifications & Expectations

The ideal Ambassador Coordinator should demonstrate:

- Strong leadership and supervisory skills.

- Excellent organization and scheduling abilities.
- Strong guest-service instincts.
- Experience working with volunteers or event staff.
- Ability to train and motivate a team.
- Strong verbal and written communication.
- Comfort working with databases and schedules.
- Ability to maintain accurate records.
- Good judgment regarding cash and sensitive guest information.
- Ability to work collaboratively with hotel personnel.
- Ability to remain calm during guest-service challenges.
- Strong problem-solving skills.
- Positive and enthusiastic personality.
- Ability to make operational decisions independently.
- Willingness to work extended and irregular hours during GayDays® Weekend.
- Ability to maintain confidentiality regarding reservations, guests, financial information, and internal operations.

Standard of Success

A successful Ambassador Coordinator creates an Ambassador Team that is **prepared, informed, appreciated, and excited to be part of GayDays®**.

Guests should encounter Ambassadors who know where to send them, understand check-in and ticket procedures, and provide friendly assistance. Hotel partners should know who to contact when coordination is needed. Management should receive accurate information about staffing, reservation changes, comp tickets, cash handling, and operational issues.

Most importantly, Ambassadors should feel safe, supported, recognized, and empowered to provide excellent service.

The Ambassador Coordinator's goal is to build a team that doesn't simply **work GayDays®** — **they help create the GayDays® experience.**