



# POSITION DESCRIPTION

## U.S. PAVILION, EXPO 2020 DUBAI

### POSITION SUMMARY

<b>TITLE:</b>	Youth Ambassador	<b>REPORTS TO:</b>	Ambassador Project Manager
---------------	------------------	--------------------	----------------------------

### KEY DELIVERABLES

- Consistently be the ‘face of America’ at Expo 2020 Dubai through professional representation at all times
- Adhere to U.S. pavilion policy, operating procedures and protocols in regard to travel, accommodation, conduct and pavilion based tasks and assignments
- Ensure all U.S. pavilion visitors are directed through the pavilion in a highly engaged manner that adopts a storytelling approach
- Provide accurate information regarding U.S. pavilion exhibits, features, events, programs and general information on the United States, to visitors to the U.S. pavilion
- Engage enthusiastically and professionally in media opportunities, story-telling initiatives and communications
- React to a constantly changing environment with consistent professionalism and composure
- Be actively engaged in U.S. pavilion events, activations and promotions
- Maintain a flexible and adaptable attitude to assist other operational units of the Pavilion
- Initiate where necessary, the appropriate responses required for various Pavilion incident scenarios - especially in relation to safety, first aid, lost children and emergency evacuations
- Ensure nil security breaches, accidents, incidents or performance management issues throughout the entire period of engagement with the U.S. pavilion (whether in the United States or United Arab Emirates)

### KEY RESPONSIBILITIES

#### Visitor Experience

- Arrive on shift every time, well-informed and energized to make each visit to the U.S. pavilion highly enjoyable, safe and memorable for visitors
- Adaptable and creative approach to a high standard of service delivery in all visitor and VIP interactions
- Provide crowd management and supervision, e.g. maintaining order in queues, facilitate comfortable and constant visitor movement throughout the U.S. pavilion experience
- Answer questions from visitors about the United States of America and the U.S. pavilion
- Assess and manage daily challenges with good judgment
- Host U.S. pavilion tours for special guests and / or groups
- Ensure there is a well-developed understanding and appreciation of pavilion wide operations, events and activities

#### Cultural Program

- Support the movement of U.S. Cultural Program artists, performers and special guests in and around the Expo site ensuring that they professionally represent the U.S. pavilion at all times
- Liaise with Expo and venue representatives in introducing talent and supporting them to perform (including assisting in set up and pack down as required)
- As required, attend official U.S. pavilion events, activations and occasions outside the Expo 2020 Dubai site to support the program of cultural events and performances

#### Media Engagements

- Participate in U.S. pavilion endorsed media engagements as requested – ensuring that you are well prepared and professionally presented at all times

# POSITION DESCRIPTION

## U.S. PAVILION, EXPO 2020 DUBAI

Page 2

### **Business Program**

- Support the pavilion's Business Program through attending, participating and at times hosting VIP guests, including providing VIP tours of the pavilion
- Assist in Business Program events across planning, ground logistics, event set up and pack down, welcoming and ushering guests in and around the pavilion and Expo site

### **Occupational Health & Safety**

- Adopt a comprehensive understanding of all U.S. pavilion safety and emergency procedures and a proactive approach to ensure venue readiness in case of an emergency scenario
- Administer First Aid to U.S. pavilion guests as may be required
- Be an active and positive participant in all training, development and group activities

### **Teamwork**

- Support the Youth Ambassador Project Manager and pavilion management
- Work proactively and collegiately with all U.S. pavilion staff and contractors to deliver outstanding experiences to all pavilion visitors and guests
- Undertake any other duties reasonably required to satisfy the pavilion's objectives
- Do not engage in any political or culturally sensitive activities or discussions (including but not limited to, social media content on personal accounts)