

Downtown Ambassadors

The Edmonton Downtown Business Association

As the lead activator and advocate shaping Downtown Edmonton, we work on behalf of our member businesses to support and deliver a vibrant and remarkable Downtown experience rooted in inclusion, diversity, prosperity, and resilience.

This position will support the following Strategic Priorities of the EDBA:

- Generating Continuous Service Value for Members
- Creating and Promoting a Remarkable, Attractive Downtown Experience

The Downtown Ambassador Program

The Downtown Ambassador team is an enthusiastic, dedicated team working towards creating a welcoming and positive environment in the downtown core. Our Downtown Ambassadors provide on-street customer service connecting the public with Downtown businesses, attractions, events, and other relevant information. They also work towards building valuable connections with our member businesses and community partners, connecting them to EDBA programs, services, and local events to build a supportive downtown community

Core Responsibilities

Facilitate an inclusive and vibrant experience within the downtown core while providing information on services and collecting information for the Edmonton Downtown Business Association.

Responsibilities include:

- Act as an on-street concierge for visitors, workers, and residents in the Downtown Business Improvement Area (BIA), answering questions regarding businesses, wayfinding and transportation, attractions, events and EDBA programs and services.
- Establish and strengthen positive and proactive relationships with member businesses, including in-person visits, soliciting feedback, providing relevant information and contacts, maintaining regular communication, and being an available contact.
- Assist the EDBA team as required on distribution and collection of promotional materials, surveys, and placemaking activities.
- Collect business data and related information to ensure that the EDBA's client management database is accurate and up to date. This includes identifying new businesses and changes to existing businesses.
- Report cleanliness and infrastructure concerns to the city via the 311 app.
- Collaborate with EPS, BEATS, and EMS in reporting appropriate safety and social concerns.
- Track all interactions, activities, and incidents on the ambassador management system.
- Create positive experiences within the Downtown core.
- Aid with EDBA events including setup and takedown.

The Position

- 1 Part-time position
- Up to 24 hrs./week with a pay rate starting at \$18/hr
- Able to work during the weekdays (10am-4pm), and seasonal Saturday shifts (9:30am-3:30pm), depending on the shift assigned
- 90% outdoor, 'on-site/pedways' / 10% indoor, office
- Remain in a stationary position over a prolonged period
- Walk around Downtown on assigned routes for the duration of each shift, in all kinds of weather conditions
- Uniform and communication devices provided
- Reports to the Ambassador Team Lead

The Human

- You are familiar with and passionate about Downtown Edmonton and interested in developing and improving the Downtown experience and services to businesses.
- You are service-oriented with strong interpersonal skills and are comfortable connecting with diverse groups. A second language is considered an asset.
- You thrive in a small team environment, developing trust and reliability with your peers.
- You can problem solve, prioritize, and work flexibly in a fast-paced environment.
- You have high attention to detail and attuned situational awareness of the environment around you.
- You are a good communicator, inquisitive, and interested in pursuing continual improvement on the status quo.

How to Apply

- Email your resume and cover letter to ambassadors@edmontondowntown.com
- Apply by January 28, 2026