



Position: Downtown Ambassador

Status: part-time, seasonal

Overview

The mission of the Durango Business Improvement District (BID) Ambassador Program is to provide information and assistance to Downtown visitors. Downtown Ambassadors provide a visible, uniformed presence and serve as an information source for anyone visiting Downtown. Ambassadors need to be friendly, personable, and knowledgeable, and create a positive experience for visitors. The Ambassador Program is a seasonal job from Memorial Day weekend to October. Shifts will be available weekdays and weekends throughout these months. Shifts are from 2.5 to 5 hours, depending on the shift type. Employees in good standing at the end of the summer season will have the opportunity to fulfill additional fall season shifts for events and the holiday season. (October-December)

Position Type: Part-Time Seasonal- Memorial Day Weekend through the end of October.

Job Location: Downtown Durango

Compensation: starting at \$18 per hour for regular shifts and \$20 for holiday shifts

Shifts: Shifts are 2.5 to 5 hours in length.

Minimum Shift Requirements: required to work a minimum of 3 shifts a week, must be able to work some weekend shifts.

Hours available: 6 to 15 hours a week, based on availability. Staff with the greatest flexibility and ability to work over the weekends will receive the most hours.

Dress: uniform - shirt, hat, and name tag provided.

Physical demands and work environment

- Work is conducted outdoors.
- Walking for 2-to-3-hour shifts. Or sit/stand for 4–5-hour shift.
- Carry a shoulder bag that weighs approximately 5 lbs.

Roles and Responsibilities

- Create a positive experience for all who visit Downtown Durango.
- Provide information and assistance to Downtown visitors. This includes directions, helping with parking meters, referrals to shops and restaurants, information on local events, and more.
- Know the answers to frequently asked questions (BID will train you).
- Go the extra mile to help the guest with questions they may have.
- Escorting people to their Downtown destinations as needed.

Requirements

- Must have the ability to walk for 2 to 3 hours.
- Must be able to carry a 5 lb. bag while walking.
- Extensive customer service experience and knowledge about Durango.
- Strong capability to work and interact with the public.
- Must have an outgoing personality and be willing to talk to groups of people.



- Strong interpersonal and communication skills.
- Self-motivated and energetic.
- Longevity in the community. Familiar with the services, restaurants, stores, and happenings.
- Maintain a neat and presentable appearance. Wear the Ambassador uniform while on duty.
- Attend monthly meetings.
- Experience with technology: must be able to use a smartphone and iPad while on duty, and have access to a smartphone, tablet, laptop, or desktop for scheduling shifts and reporting hours.

Job Type: Part-time, seasonal

- Must be available to work 3 to 4 shifts a week. Approximately 12 to 15 shifts per month. Weekday and weekend walking shifts are generally between 2-3 hours in length. Kiosk weekend shifts can be up to 5 hours, but Ambassadors are in one location and have a chair.
- The Ambassador season is Memorial Day Weekend through October. Minimum of 3-month commitment during the months of June to October. * Exception is given to teachers and students.
- Availability on weekends and holidays. Hiring preference will go to those who are able to work weekend shifts and holidays. Must be able to work at a minimum of 2 weekend shifts a month. Holidays for our season include Memorial Day Weekend, the 4th of July, and Labor Day. Coverage of a couple of shifts over two holidays is required.
- Shifts scheduled will be based on employee availability. The schedule will be released monthly and will be based on availability. Employees will be able to request time off prior to each schedule.

Other

- A background check will be conducted once hired.
- Be available to start orientation and training in May.
- Must be able to commit to at least 3 out of the 4 months of the season, which is Memorial Day through October, with weekends only in October.
- Dependability is an absolute must.
- Hiring is based on availability in the application.
- Weekend and holiday availability is a must.
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This role begins with a 30-day trial period to ensure a good fit for both you and our team.

Applying

Application Deadline is April 15, 2026

To apply, send: Complete Job application – available at DowntownDurango.org/jobs

All applications will include a completed job application, a letter of interest, and one letter Recommendation.

If you have questions, you can contact Tanya Clegg at tanyac@downtowndurango.org