



### Tour Ambassador (TA)

**Job Title:** Tour Ambassador

**Job Type:** Part-time

**Compensation:** \$15/ hour (\$10/hour training).

**Locations:** Madison Area, Milwaukee Area

**Working Hours:** Thursday – Sunday, tour times vary (typically afternoons and evenings)

### Job Description/Overview

Tour Ambassadors for Hop Head Tours are part adventure guide, part concierge, part historian, and part sommelier. You will be actively guiding our guests as they embark upon an educational adventure that typically visits 3-4 brewery, winery, and/or distillery locations over the course of 4-5 hours. Our Tour Ambassadors (TA's) lead from the front, either driving our shuttle buses or riding lead bike, as they provide local historical context, pertinent tour stop information, tasting and appreciation guidance, and giving recommendations based upon our guests' tastes. TA's are also responsible for maintaining the tour schedule and bus cleanliness, ensuring guest comfort, taking photos and gathering other marketing materials, as well as building and maintaining positive relationships with our business partners and potential guests/clients.

For more information, please check our Employee FAQ at [www.hopheadtours.com/employment/](http://www.hopheadtours.com/employment/)

### **Requirements**

- 26 years old +
- Valid Wisconsin driver's license and a clean driving record (Reviewed as part of the hiring process, subject to approval by our Insurer)
- Availability at least 3 Saturdays per month- opportunities for Thursday, Friday, and Sunday tours with experience and training.
- Comfortable with public speaking; leading small to medium sized groups (4-14 people)
- Willingness to drive a 14 passenger shuttle bus (training provided) and/or ride a bicycle 5-13 miles
- An identifiable passion for the craft or industry of beer, wine, and distilled spirits- as well as a demonstrable willingness to learn extensively about alcohol and history
- Friendly and helpful attitude and demeanor
- Willingness/ability to dedicate 4-6 consecutive weekends (Saturday) for training and certification

### **Physical Requirements**

This position requires the ability to frequently ascend/descend steps, move around frequently in busy or small areas with obstructions or impediments, occasionally remain stationary or in a seated position for up to 30-60 minutes, constantly observe and communicate with guests, occasionally lift or move objects weighing 25-50 lbs over short distances, and constantly work both indoors and in outdoor weather conditions in all seasons. In addition, Bus Tours always require the ability to operate a motor vehicle (licensure requirement), and bicycle tours always require the ability to cycle 5-15 miles on both city roads and multi-use bike paths. These descriptions represent Hop Head Tours' assignment of essential functions and does not proscribe or restrict the tasks that may be assigned.

### **Preferred Qualifications**

- Experience in the hospitality, tourism, food/bar service, or teaching fields
- Local knowledge of the food, art, music, and/or culture scenes and as well as the geographic region and attractions
- Cicerone Beer Server Certification (if you don't have it, we will pay for your certification)
- Professional experience with the production, distribution, history, marketing, or appreciation of alcoholic beverages

### **Responsibilities**

- Greet guests and provide a tour overview and/or safety briefing
- Drive 14 passenger shuttle bus between tour stops and/or lead cycling groups by bicycle
- Follow established tour routes and protocols for each tour stop
- Maintain tour schedule and make appropriate adjustments as necessary
- Deliver prescribed historical and educational information relevant to each tour stop or attraction
- Answer guest questions, provide advice and guidance when appropriate, and give recommendations when needed / asked for
- Lead guided tastings or brief technical tours when required
- Maintain proper financial tracking, maintenance and tour logs
- Take photos and provide Hop Head Tours with other relevant marketing materials
- Ensure cleanliness of the bus and maintain water/snack levels after each tour
- Build and maintain positive relationships with our business partners and potential guests/clients

### **Other Responsibilities as Assigned**

Tour Ambassadors with demonstrated skill, knowledge, and experience may be offered opportunities to deliver private chartered tours, represent Hop Head Tours at related festivals, host/guide paired Beer Dinner Tours, lead special bike or bike tour related events, or deliver tasting/appreciation events with partner organizations and business partners.

### **Tour Ambassador Qualities We Seek**

Our Tour Ambassadors (TA's) are the face of Hop Head Tours and we have high expectations for this position. We seek out candidates with the following qualities: Reliable, Passionate, Multi-tasker, Composed, Knowledgeable, Perceptive, Personable, and Non-judgmental. If all of the above adjectives describe you, we encourage you to apply. For more information on why these qualities are important, please check our Employee FAQ at [www.hopheadtours.com/employment/](http://www.hopheadtours.com/employment/)

### **Training**

We want to provide our guests with the highest quality experience that exceeds their value expectations and as such, we require our staff to undergo an extensive training program before they are allowed to take

out a tour group unsupervised. Training takes place over the course of 4-6 consecutive weekends (typically Saturday) and will comprehensively cover bus/bike safety, history, alcohol appreciation, technical production of alcoholic beverages, individual tours and tour expectations, as well as Hop Head Tours' policies and procedures.

Candidates will be expected to complete a shuttle bus safety certification course and participate in practice driving sessions. They may also be required to demonstrate learned knowledge regarding any of the above topics throughout the training process. Independent study of educational materials may be required. Finally, candidates will lead supervised tours to ensure they are comfortable and qualified to uphold Hop Head Tours' quality standards. Full employment is contingent upon successful completion of this training program in a timely manner. Candidates that successfully complete the training program will be eligible to take the exam for the *Cicerone Beer Server Certification* at Hop Head Tours' expense if they do not already possess the certification.

### **About the employer: Hop Head Beer Tour Co. LLC**

Founded in 2010 in Madison, WI, we have made it our mission to provide fun, safe, and educational tours of breweries, wineries, distilleries and other related attractions throughout Wisconsin and the Midwest region. Our focus is on providing value to our guests through an emphasis on education, appreciation of, and historical context for everyone's favorite adult beverages.

As the premier provider of alcohol tourism experiences in Wisconsin, we seek to provide our guests with memorable experiences and value that exceeds their expectations. We want our guests to experience first-hand the art, science, and local craftsmanship involved in the production of beer, wine, spirits, and other fermented beverages- all while exploring our fermentation heritage and history.

### **How to Apply**

Candidates that meet the above Requirements, Qualifications, and Qualities, accept the job responsibilities, and are willing to commit to training are encouraged to apply by emailing us the following at [info@hopheadtours.com](mailto:info@hopheadtours.com):

- A brief statement detailing why you want to be a Tour Ambassador for Hop Head Tours
- An outline of any qualifications you have for the position and any previous professional experience relating to those qualifications (see Preferred Qualifications above)
- An outline of any skills or certifications that you have related to the position (e.g. "homebrewer" or "BJCP Judge")
- A brief statement regarding any or all of the qualities we seek in Tour Ambassadors and why you feel they exemplify you (see Tour Ambassador Qualities We Seek above)
- Any other skills you have that may be useful to the position or to Hop Head Tours (language fluency, professional skills, etc.)

-Contact information where we can reach you for follow-up

We will accept traditional resume/cover letters as well as emailed statements that include the information listed above. Candidates best suited to the position will be contacted to meet with our staff for an in-person interview. Please make sure to include your name and “Application for Tour Ambassador Position” in the subject line. Feel free to include attachments or simply include all the information in the body of the email.

If you have any questions about the position, we encourage you to visit us online and check out our Employee FAQ at [www.hopheadtours.com/employment/](http://www.hopheadtours.com/employment/) or contact us by telephone at 608-467-5707.

Deadline for application: