

**Volunteer Role Description**

**Title: Brand Ambassador**

**Location: Birmingham**

**Purpose:** An ever-increasing number of people are displaced from their homes by natural disasters and conflict. At ShelterBox we want to be able to reach out and help as many people as possible. We can only do that with the support of communities and individuals who understand our work and donate money directly or by fund-raising.

As part of our awareness raising strategy at ShelterBox, in May 2020 ShelterBox will be a part of ‘*Volunteer Expo 2020’*, a new national event at the NEC in Birmingham, for people interested in volunteering, developing their skills and learning more from 3rd sector organisations. ShelterBox will be offering an interactive experience for people to see how the charity helps rebuild lives after disaster strikes. This would be an amazing opportunity to raise the profile of ShelterBox, gaining passionate supporters, volunteers and advocates.

We need volunteers who will be central in bringing this strategy to life by helping us raise awareness of ShelterBox and the event in their local communities through on the ground, peer to peer touch points and social media.

**Tasks:**

* Use social media and run offline activities to raise awareness in your local area
* Connecting with local community groups by arranging activities or giving talks about ShelterBox
* Leafleting selected areas/speaking to members of the public
* Help to set up events and pack away afterwards
* Get feedback from potential supporters at event
* Re-engaging with key community groups after the event

**Skills & Qualities:**

* Passionate about disaster relief/international development/charity sector
* Flexible approach
* Able to work independently, and as part of a team
* Friendly and confident (you will need to go up to strangers and talk to them about ShelterBox)
* Knowledge of social media

**Experience:**

* Knowledge of the local area
* Ability to research local organisations and key contacts
* Previous experience of being a brand ambassador would be very helpful
* Experience of talking to small groups of people
* Previous experience of organising events would be useful

**Time Commitment:**

* 4-6hrs per week, flexible around your schedule
* Training day attendance is compulsory (2hrs face to face training)
* You will also need to be available on at least one of the three days of the event

**Key Dates:**

Start date: January 2020

The Volunteer Expo will take place in NEC, Birmingham from the: **1st-3rd May, 2020**

**What you will get from us:**

* Support and training, including an induction (all this will be conducted online)
* A point of contact for assistance and to answer any questions you might have
* The resources you need to be an amazing ShelterBox brand volunteer
* Knowing that you are making a difference to children and families around the world affected by disaster and conflict by raising awareness in your local area.

**Volunteering with ShelterBox**

We ask everyone to complete an application form, which is followed up with an informal interview, probably by phone. If you and we both feel it’s a suitable role for you, we will take up references and then organise an induction for you. You will receive a Volunteer Handbook, telling you about the policies and procedures you need to know about, including how to claim expenses.

Volunteers provide vital support and are an integral part of the ShelterBox family. We will:

* send you fortnightly newsletters
* invite you to join our Volunteers Facebook page
* invite you to attend or view webinars
* invite you to meetings

There is a Volunteer Liaison Group, made up of volunteers from different areas of the country and undertaking different roles, which has set up a Focus Group so that ideas and plans can be tested in advance. It provides an extra network of support.