



# TOGETHER WOMEN RISE

Collective action for global gender equality

<b>Title:</b>	Ambassador	<b>Status:</b>	Volunteer
<b>Reports To:</b>	Communications & Membership Director	<b>Location:</b>	Remote/Virtual
<b>Department:</b>	Membership	<b>Term:</b>	Two Years

## Organization Overview

Together Women Rise is a powerful community of women and allies dedicated to achieving global gender equality. We have hundreds of chapters across the U.S. where members come together to learn about gender equality issues, give grants to organizations that empower women and girls in low-income and marginalized countries in the Global South, and build community to forge meaningful connections with each other and with women and allies around the world.

## Position Summary

The Ambassador helps to increase awareness of Together Women Rise with new audiences for the purposes of member and chapter growth. The Ambassador will lead or participate in promotional activities that align with Rise's national communications and marketing plan. The Ambassador will work closely with and report directly to Rise's Communications & Membership Director and may work with other volunteers as appropriate.

## Essential Responsibilities

Promote Together Women Rise's mission and engagement opportunities to external audiences, utilizing a variety of communications and marketing techniques at the local, regional, and national level.

## Volunteer Duties May Include:

Rise will recruit different types of Ambassadors according to the organization's needs and the volunteer's skills/expertise and experience. (For example, we may recruit a Social Media Ambassador that focuses specifically on magnifying Rise's social media presence.) An Ambassador may fulfill some, but not all, of these duties.

- Researching and identifying potential tactics, strategies, and opportunities to increase awareness and grow the organization in specific geographic or demographic areas, or affinity groups.
- Seeking out, scheduling, coordinating, and/or conducting public speaking presentations
- Providing a Together Women Rise presence (i.e. information display) at local or regional events.
- Participating in proactive news media outreach to secure earned media coverage on behalf of the organization.
- Planning and implementing events for the primary purpose of increasing awareness and growth.
- Magnifying Rise's social media presence by posting, sharing, and commenting
- Learning and adhering to Rise brand guidelines to ensure consistency in branding and messaging.
- Executing events/activities assigned by the Communications & Membership staff.
- Attending training on Together Women Rise policies and procedures, and occasional follow-up trainings.
- Attending virtual meetings and collaboration sessions on a periodic basis.
- Working with other Ambassadors to execute larger promotional initiatives on behalf of Rise.
- Representing Rise in a professional and inclusive manner that is consistent with our mission and values.

## Skills and Attributes:

- Strong public speaker and networker
- Effective verbal and written communication skills
- Friendly, enjoys meeting new people and sharing their passion for Together Women Rise and its mission
- Outgoing, persistent, and takes initiative
- Creative, with experience planning events and activities
- Can manage a budget and work within non-profit rules and guidelines
- Has a commitment to equity, inclusion, diversity and accessibility
- Previous experience in marketing, PR, communications, media relations, or recruiting recommended

## Time Commitment:

- Regular meetings with Communications & Membership team (frequency TBD)
- Planning and coordinating at least four (4) promotional activities per year
- Estimate: 10-20 hours per month

*This position requires a two-year term, which can be renewed upon mutual agreement between the volunteer and Together Women Rise.*

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