



## Volunteer Role Description

**Title:** Brand Ambassador

**Location:** Nationwide, wherever you have access to an internet connection

**Purpose:** An ever-increasing number of people are displaced from their homes by disasters and conflict. At ShelterBox we want to be able to reach out and help as many people as possible. Every volunteer is instrumental in providing shelter to families after disaster, wherever they are in the world. Whatever skills, knowledge or spare time you have, you can play a vital part in this process; all we need is your passion.

We need volunteers who will help us raise awareness across various social media platforms. As a Brand Ambassador you support ShelterBox by sharing our recent news, campaigns and updates from the field. You will have the opportunity to develop your own creative content and engage with ShelterBox followers.

### Main objectives

- Raise awareness for ShelterBox through social media promotion
- Help identify areas of opportunities for ShelterBox supporter engagement

### Tasks:

- Follow ShelterBox across social media platforms
- Share provided posts and content across your own social media channels, while lending your own voice to the content.
- Be creative in making your own ShelterBox posts and create content to engage with people on your own channels - we can provide you with all the tools and training you need to do this
- We would like you to actively promote posts on your channels during times of disaster - this will be the time when we'll need your help more than ever to share updates and encourage others to support our work
- We hope you will be willing to engage with the online community through social media takeovers, Facebook Live, and Instagram Live.
- If it appeals to you, it would be great if you could support our key campaigns by undertaking a fundraising challenge yourself and sharing on social media –peer to peer engagement is instrumental to the success of our fundraising.

### Skills & Qualities:

We are looking for volunteers who are familiar with social media, enjoy creating their own content and above all have an enthusiasm for spreading the word and rallying support for ShelterBox. You will need to be confident to work independently to make the role your own.

- You should have a substantial following on at least one social media platform (Instagram 1,000 followers, Twitter 10,000 followers, Facebook, TikTok 1,000 followers)
- You will be interested in and have knowledge about international humanitarian work (further interests in climate change and EDI is a bonus!)
- ShelterBox's values are reflected in your current content

### Time Commitment:

- A commitment of 12 months at a rate of 2 posts per month and review after 12 months
- Brand Ambassadors are expected to post on social media a minimum of twice a month and report your reach back to HQ

### 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 families around the world affected by disaster and conflict by raising awareness in your community.

### Volunteering with ShelterBox

We ask everyone to complete an application form, which is followed up with an informal interview, 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 monthly newsletters
- invite you to join our Volunteers Facebook page
- invite you to attend or view webinars
- invite you to meetings
- Provide you with quarterly updates/training sessions