



AWARENESS AMBASSADOR

ROLE DESCRIPTION

We are looking for enthusiastic volunteers to support the work of Layla's Trust in their local community. Raising awareness of what the charity does and why is a vital part of what we do and has the potential to help us to raise thousands of pounds each year. Layla's Trust is eager to take full advantage of all opportunities to raise awareness that are available to us. We require Awareness Ambassadors to take on a proactive role in exploring and organising opportunities to raise awareness of Layla's Trust, both online and social media, at events and within the wider community. Awareness Ambassadors will be responsible for building new and maintaining existing relationships with businesses and other organisations who may assist Layla's Trust with our future aims. Our Awareness Ambassadors will be given a dedicated Layla's Trust email account in order for contact between the ambassador and clients to take place and for the ambassador to keep in regular contact with their appointed trustee and other members of the team.

THE ROLE INCLUDES:

- proactively seeking out and organising a variety of opportunities to raise awareness of Layla's Trust;
- attending both Layla's Trust-organised events as well as events organised by Trust supporters;
- building and maintaining good relationships with local businesses/organisations and other charities to establish long-term and future awareness opportunities;
- reflecting on the success of previous awareness opportunities and reviewing which ones should be repeated/improved upon;
- giving talks and presentations to the wider community, groups and other organisations;
- reporting back to appointed trustee and other members of the team.

AWARENESS AMBASSADOR WOULD NEED TO:

- be flexible in terms of hours worked. It is predicted that this role would require an average of two hours per week. (This would vary according to when events and awareness opportunities were taking place, including weekend and weekday events. This would therefore suit someone who has a reasonable level of availability throughout the entire week);
- be an excellent and confident communicator and be an enthusiastic and sensitive ambassador for the charity when dealing with the public and people working in local businesses;
- have experience or an aptitude for public speaking;
- ideally have proficient skills in online technology and social media, although this is not a necessity;
- be self-motivated and have good organisational skills as this role will be managed by the successful applicant and they will be accountable for fulfilling the role to the best of their ability;
- have a full, clean driving licence and access to his or her own transport;
- be willing to undergo a full Disclosure and Barring Service check.