

# Role DESCRIPTION

Role: **Volunteer Community Ambassador**

Hours: The role is designed to fit in with and around your other commitments and availability.

Location: Your local area within Liverpool, Sefton or Wales

Reports to: Community Liaison Team

### Overall purpose of the ROLE

Be a community cheerleader for the animals and the work of the team.

If you’re passionate about transforming the lives of abused and abandoned animals, then becoming a Community Ambassador is a great way for you to make a difference.

Our Community Ambassadors raise awareness of the great work of Freshfields Animal Rescue and promote our values and vision. By spreading the word about the rescue in the community we hope you will inspire others to support us in any way they can. You will have full training before you start and have ongoing support.

### KEY TASKS

This is a varied role which may include *some or all* of the following aspects, (dependant on your own comfort zone)

* To communicate the unique values and ethos of Freshfields to the public, presenting a positive image of the charity at all times.
* To develop good relationships in the community for the immediate and long-term benefit.
* To encourage supporters from your own networks, suggesting a range of ways in which they can support us.
* To attend community events on behalf of Freshfields by holding a stall, talking about the work of the charity and suggesting ways

in which people could help us help the animals.

* To place and collect collection tins from cafes, restaurants, shops and other outlets in your local community.
* To inspire others to run their own fundraising events.
* To give talks to schools and groups about issues affecting animals and encourage young people and adults to adopt helpful habits.
* To represent our work to businesses and organisations.
* To promote some of our fundraising activities such as animal sponsorship, our lottery, volunteer opportunities or events.
* To attend our fundraising events such as Open Days and Celebration Events.
* To distribute flyers, posters and information to venues and groups in your local area.
* To communicate with the Volunteer Co-Ordinator and Team to keep them informed of your activities and provide feedback on positive outcomes and any support you would like.

### KEY skills AND QUALITIES

1. Friendly, personable, enthusiastic and approachable.
2. Able to communicate and relate to a wide range of people from diverse interests and backgrounds.
3. Reliable and trustworthy.
4. Positive approach to working face to face with local people and organisations.
5. Able to inspire and enthuse others.
6. Passionate about achieving a better world for wild animals and pets.
7. Ability to use initiative and identify opportunities that would help support our work.