



ROLE DESCRIPTION

Role: **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: Freshfields Community Fundraiser

OVERALL PURPOSE OF THE ROLE

To 'make a difference together for All animals'.

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

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

Our network of Community Volunteer Ambassadors will raise awareness of the great work of Freshfields Animal Rescue and promote our prized values and vision. This can be done as you go about your usual day to day activities or as part of a specific campaign, *depending on your availability and comfort zones*.

By spreading the word about the rescue in the community we hope you will inspire others to support Freshfields 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:

- 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 of Freshfields Animal Rescue.
- To encourage supporters from your own networks as you go about your day, suggesting a range of ways in which they can support the charity.

- 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 in 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 Freshfields work to business and organisations.
- To promote some of our fundraising activities such as animal sponsorship, the Freshfields lottery, volunteer opportunities or Freshfields events.
- To attend Freshfields fundraising events such as the Open Day and Celebration Events.
- To help with collections in shops and community venues.
- To distribute flyers, posters and information to venues and groups in your local area.
- To communicate with the Community Fundraiser 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 the work of Freshfields Animal Rescue.