

# SIGBI Celebrity Ambassador

## Role Description

### **Summary:**

- Celebrity Ambassadors are individuals committed to and passionate about our Project, who will work with us to increase awareness and promote the Project, as well as to raise our profile in the public arena
- Ambassadors should believe in our Vision, Mission, Values and current Goals
- In addition we hope that they might use their influence to make relevant contacts in the furtherance of achieving our goals

### **Key Tasks** – not all of which may be requested

- Facilitate media coverage and be prepared (after briefing) to be interviewed about the Project and the work of Soroptimist International Great Britain and Ireland (SIGBI)
- Visit the Project if possible and meet with beneficiaries and their families
- Provide a voice over on any promotional video/DVD
- Participate in any PR Campaign to promote our work
- Lend their name and photograph for any media channels and any publications about the Project

### **Time Commitment/Expectations**

- We ask that Ambassadors commit to a minimum of two years, but accept that the role is voluntary and can be relinquished at any time
- We expect the Ambassador to take time to meet with our staff and to be fully briefed in both the work of the Project and SIGBI in general
- Consider whether they may be able to attend a conference or other suitable meetings where the Project is being discussed
- Allow the organisation to use the Ambassador's name on our website

## **Our Commitment to You**

- To protect and secure your reputation, name, image and intellectual property and to ensure that any press release is approved by you in advance of being issued
- To provide you with a main contact within the organisation to facilitate your support
- Offer an induction programme
- Acknowledge your support in all of our publications, including our Annual Review
- To ensure that you are briefed and speaking notes are provided before any events

## **Fees**

SIGBI has a small budget and we hope that the goodwill generated by your support will be rewarding. All anticipated expenditure must be agreed in advance

## **Termination**

This would be by mutual arrangement by both parties

PWP May 2020