

Position: Brand Ambassador



FLSA Classification: Exempt

Reporting Relationship: Brand Manager

ABOUT BIG BROTHERS BIG SISTERS OF METRO CHICAGO (BBBSMC):

BBBSMC'S Mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

BBBSMC'S Vision is that all youth achieve their full potential.

BBBSMC is an affiliate of the oldest, most respected mentoring organization in the US. BBBSMC is a professionally managed, mission driven, performance based organization providing high quality, safe and impactful 1:1 mentoring services to over 2,200 children/families across four counties in Metro Chicago: Cook, DuPage and Lake Counties in Illinois and NW Indiana.

As Metro Chicago and Northwest Indiana's largest donor and volunteer supported mentoring network, BBBSMC makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles") from age seven through high school graduation. Private corporate, foundation and individual contributions provide 94% of BBBSMC'S revenue base upon which we build programming that meets the needs of each child individually. Our programs are proven to keep kids in school, build positive behaviors and on the path to post-graduate success. Learn more at www.BBBSCHGO.org.

Brand Ambassador Position Summary:

The Brand Ambassador will create and generate new contacts by sharing, representing and promoting the BBBS brand and mission. In partnership with the Brand Manager and program leadership, the Brand Ambassador will develop and implement short and long-term recruitment plans for targeting volunteers and youth to ensure an optimal balance of geographic and demographic factors. This position is responsible for providing excellent customer service through living the mission of BBBSMC with every interaction and will work closely with multiple departments to achieve maximum representation.

The Brand Ambassador requires flexibility, adaptation, and excellent networking and listening skills in a fast-paced environment that is focused on growth, relationships and inclusion.

Supervisory Responsibilities:

This position has no supervisory responsibility.

Responsibilities:

Reporting to the Brand Manager, the Brand Ambassador is responsible for securing Big and Little participation and community partnerships through community cultivation, lead generation and follow-up.

- Responsible for maintaining an existing portfolio of partnerships as well as networking to generate new contacts for the sole purpose of recruiting volunteers and youth to fulfill agency program goals.
- Create and implement a volunteer recruitment strategy that includes community outreach efforts to obtain mentors and youth to serve both English and Spanish speaking populations.
- Represent and promote the organization at a variety of events throughout the Greater Chicagoland area to obtain new leads and contacts
- Promote and assist with diversity and inclusion efforts for the organization
- Provide exceptional customer service to all internal and external customers
- Work closely with all departments to ensure the agency is consistently represented by engaging in the following: attending community and organizational meetings and fairs, lead corporate lunch and learns, tabling at events to interact with the public, take 1-1 meetings with individuals who want to learn more about the organization.
- Network, build rapport and positive relationships with all external and internal customers and partners to recruit and retain contacts and grow partnership opportunities including: local businesses, association memberships, corporate partner and agency events, chambers, diversity focused affinity groups, etc.
- Assist with the development and design of marketing strategies and collateral, including digital/social recruitment campaigns, registration websites, social media content and assets, and A/V presentations
- Adapt to virtual recruitment, document and report recruitment efforts.
- Cultivate relationships to educate prospective contacts about the variety of ways they can support BBBMC including: becoming a Big, corporate sponsor, donor, special event participant, become a community partner, assist with grants/foundations, etc.
- Responsible for keeping up on trends that affect our community, including diversity, equity and inclusion, fundraising, and child/volunteer recruitment
- Maintain a positive image of the brand at all times
- Seek out opportunities to connect with groups, individuals and corporations to connect them to the right way to support BBBSMC
- Flexible to work nights and weekends as needed
- Additional duties as assigned

Skills and Qualifications:

- A belief in the Mission and Vision of BBBS
- Bachelor's degree in communications, marketing or a related field preferred
- Traditional grassroots marketing experience with existing ties to community organizations
- Minimum 2 years' recruitment experience in community organizing or nonprofit volunteer engagement in Chicago's South Side preferred
- Knowledge of digital/social media marketing tactics and the ability to drive brand awareness through our digital channels
- Experience in nonprofit preferred
- Excellent public speaking ability required
- Ability to create and implement recruitment strategies for volunteers and youth
- Ability to adapt to virtual recruitment, demonstrates proficiency in digital engagement platforms (i.e. Zoom) and the ability to create compelling, effective online presentations
- Motivated self-starter with the ability to work both independently and on a team
- Experience working with diversity and inclusion initiatives preferred
- Excellent organizational, customer service and interpersonal skills are a must

Work Environment:

This position operates in a professional office, remote/virtual office and field environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

