

## Brand Ambassador Job Description

**REPORTS TO:** Chief Executive Officer  
**LOCATION:** Spokane, WA  
**TYPE:** Paid/Full-time/Exempt/20% Remote  
**REVIEWED:** December 2021

### JOB DESCRIPTION

Believe In Me is seeking an experienced and enthusiastic Brand Ambassador to help us share the important work we do with the community. We are looking for a passionate individual who is especially talented in modern storytelling and hosting large-scale events, thereby positioning our organization as the charity of choice in our community. Successful candidates are extremely creative, aggressively organized, and eagerly proactive in everything they do.

### JOB RESPONSIBILITIES

#### General Requirements

- Work with the CEO and Development Director to ensure goal and strategy alignment, as well as to maintain brand consistency.
- Implement marketing plans that include print, broadcast and online content.
- Create and publish content and advertise on appropriate channels.
- Develop and manage all internal communication systems including but not limited to: email marketing, print, website, blog, social media, radio, and video.
- Create organic posts and paid ads for use on Google, Facebook, and LinkedIn, and oversee the creation of ad copy and images/videos in alignment with our strategy.
- Develop, monitor and update ad strategies based on data and testing to include multi-step/retargeting ad strategies.
- Monitor, track, and report monthly results.

### Storytelling Requirements

- Write clear, attractive copy using our brand voice.
- Collaborate with other professionals on large-and small-scale marketing projects
- Conduct high-quality research and interviews.
- Edit and proofread copy as needed.
- Use search engine optimization (SEO) principles to maximize copy's reach.

### Content Creation Requirements

- Create and design various materials for print and digital collateral.
- Adhere to established brand guidelines.
- Perform retouching and manipulation of images.
- Work with a wide range of media and effectively use graphic design software.

### Event Planning Requirements

- Own every aspect of event planning and execution of our large-scale events; from venue choice to profitability and success metrics.
- Drive the Foundation's mission by always representing our vision in every event.
- Research vendors and make selections based on creativity, quality, and cost.
- Book venues and schedule guests, negotiate contracts in coordination with the CEO, booking confirmations, and logistics.
- Solicit volunteers as needed across all functions of an event
- Conduct event planning and prep, day-to-day administration, day-of, and post event activities including: placing orders, vendor management, travel planning, restaurant reservations, registrations, tracking RSVPs, answering questions and resolving issues, set up and tear down of information and signage, displays, gazebos, tables and chairs and other equipment, and removing trash.
- Solicit donor feedback on events by filling in comment cards or questionnaires.

### KNOWLEDGE, SKILLS AND ABILITIES:

- Work well in a team environment.
- Ability to prioritize and meet deadlines.
- Excellent organizational skills and attention to detail.
- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously.
- Advanced written and oral communication skills.
- Advanced knowledge of direct mail requirements and best practices.
- Ability to adjust work pace to maximize production without loss of work quality.
- Ability to establish and maintain excellent working relationships with supervisor, co-workers, and volunteers.
- Prioritize and manage multiple projects within budget and design specifications.

### MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree in Marketing or relevant field.
- Minimum 4 years marketing experience in event promotion and marketing.
- Proficient and extremely experienced with social media, Google, LinkedIn, and Facebook ads manager platforms.
- Expertise with SEO/SEM campaigns.
- Highly proficient with computers, including Google Workspace, web analytics and Google Adwords.
- Knowledge of layouts, graphic fundamentals, typography, print, and the web.
- Familiarity with HTML and CSS preferred.
- Knowledge of Adobe PhotoShop, Canva, Illustrator, Sketch, InDesign, and other graphic design software.
- Compelling portfolio of work over a wide range of creative projects.
- Familiarity with Email Marketing Automation and Content Management System softwares (Hubspot, Wordpress, Wix, Give Lively).

**PURPOSE:** Believe in Me is organized for the principle purpose of stimulating, receiving, administering, and managing assets and funds for grant-making to programs serving youth in need of shelter, foster care, adoption, education, and emotional enrichment support and direction.

**VISION:** Our vision is to help every kid develop the self-confidence they need to succeed.

**MISSION:** Leveraging the generosity of our donors, we fund children's charities that provide disadvantaged kids with a safe place to call home, a family that loves them, a feeling of community, and opportunities to learn, build self-esteem, and have fun.

**VALUES:** Believe in Me effectively raises funds and manages assets in a manner that is guided by the values of caring, trustworthiness, innovation, equity, diversity, and inclusion.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of the position. All employees may have other duties assigned at any time. We are an equal opportunity employer. Applications are considered for positions without regard to veteran status, uniformed service member status, race, color, religion, sex, sexual orientation, physical or mental disability, genetic information or any other category protected by applicable federal, state or local laws.

THIS COMPANY IS AN AT-WILL EMPLOYER AS ALLOWED BY APPLICABLE STATE LAW. THIS MEANS THAT REGARDLESS OF ANY PROVISION IN THIS APPLICATION, IF HIRED, THE COMPANY OR I MAY TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY REASON, WITH OR WITHOUT CAUSE OR NOTICE.