

OUTREACH AMBASSADOR TEAM LEADER & AMBASSADORS

AT EAST VALLEY CHILDREN’S THEATRE

**Description:**

The Outreach Ambassador Team Leader would oversee out Outreach Ambassadors who are the face of EVCT, in promoting the theatre, its programs and events at various venues around the Valley to increase attendance and help with brand identification.

**Purpose & Impact:**

The Team Leader would insure that the team is able to educate and engage the public directly at festivals/conferences promoting EVCT’s mission and programs, classes, and support opportunities, and schedule individual team members at these events. The Team would also raise positive awareness of EVCT’s benefits to kids and the community.

**Scope of Work:**

The Team Leader would schedule and oversee the Ambassadors at (1) booths or tables at festivals and conferences that are focused on education, the arts and family, (2) work with marketing director, office/business manager, and artistic director to plan materials offered to ensure information is up to date and current, (3) set up and maintain information displays, (4) and engage the public in discussing benefits, programs, and opportunities available through involvement with EVCT.

**Skills and Attributes**:

The Team Leader would assure that Ambassadors have direct knowledge and experience with EVCT, have a neat and professional appearance, be enthusiastic and well-spoken and able to work with others. In addition, The Team Leader would train ambassadors how to draw in and engage the general public in conversations about EVCT programs. All ambassadors must have the ability to transport, set up and tear down display materials.

**Timeframe/Schedule:**

The Outreach Ambassador Team Leaders and its members would assist EVCT for a minimum of one season (12 months), with dates determined by opportunities available. There would be multiple events during the season.

**Work Environment:**

The Ambassador Team Leader would work with EVCT Marketing Director, Office/Business Manager and Artistic Director, and would be given training in programs offered as well as information to target for the events, that would be shared with all ambassadors.

**Work Space:**

Most events would be off-site, with some meetings and preparation at the EVCT office.

**Transportation:**

Team Leader and Ambassadors selected must be able to provide their own transportation to events with the ability and space to transport necessary materials. There is ample parking available at office with convenient public transportation nearby.

**Benefits:**

EVCT would provide show tickets during the season, discounts on classes and an Ambassador Shirt to wear at all outreach events when representing EVCT.