



OUTREACH AMABASSADOR TEAM

AT EAST VALLEY CHILDREN'S THEATRE

Description:

The Outreach Ambassador Team would be the face of EVCT promoting the theatre and its programs and events at various venues around the Valley to increase attendance and help with brand identification.

Purpose & Impact:

The Team would educate and engage the public directly at festivals/conferences promoting EVCT's mission and programs, classes, and support opportunities. They would also raise positive awareness of EVCT's benefits to kids and the community.

Scope of Work:

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

Skills and Attributes:

The Ambassadors would preferably 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, this person must be able to draw in and engage the general public in conversations about EVCT programs and have the ability to transport, set up and tear down display materials.

Timeframe/Schedule:

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

Work Environment:

The Ambassadors would work with EVCT Marketing Director and Artistic Director, and would be given training in programs offered as well as target information to target for the events.

Work Space:

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

Transportation:

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 be worn at all outreach events when representing EVCT.