

Award Brand Ambassador Volunteer Posting

Are you a Gold Award participant and love social media? Volunteer as an Award Brand Ambassador and utilize your social media skills for your Award. This volunteer experience is great for building your resume, getting some hands-on social media marketing experience, and fulfilling the Service or Skill requirement of your Award. This opportunity is 100% remote, so it's a great volunteer opportunity during Covid!

The Award Brand Ambassador Volunteer duties include:

- Assist in content creation for @theawardbcyk social media including feed posts, Instagram reels and stories;
- Conduct Instagram story takeovers on @theawardbcyk Instagram account and showcase a day in the life of Award participants;
- Create Instagram reels related to Award activities;
- Foster the Award community and champion our brand at Award Club meetings and events at your school and in your community;
- Create opportunities for group collaboration with other Award participants on social media content such as @theawardbcyk Instagram reels;
- Promote the Award framework, content, contests, and promotions among the Award community through Award Club events, participant meetups, and online channels;
- Work closely with the Award and Communications Officer on content creation and other communications projects.
- Conducting research to identify potential corporate sponsors, influencers, and collaborators
- Assisting with communications projects under the guidance of the Award and Communications Officer;
- Administrative tasks as needed.

Requirements:

- Current Gold Award participant
- Prior knowledge and experience with social media platforms and features including Instagram reels, stories, and feed posts
- Access to a smartphone, tablet, camera, or other device with the ability to film, take photos, and create content for social media. Photo and video editing software not required
- Committed to delivering high quality content, and meeting deadlines
- Excellent communication skills, and conducts themselves in a professional manner
- Interested in social media marketing and content creation
- Ability to commit to a minimum of 2 hours per week for 12 consecutive weeks
- Ability to work independently in a remote setting and meet with their supervisor regularly via Zoom or other video conferencing platform.



This volunteer opportunity has a minimum time requirement of 2 hours per week for 12 consecutive weeks. All hours spent volunteering as an Award Brand Ambassador can be used as activities in the Service or Skill component of your Award.

To Apply:

Please submit your resume via email and a letter outlining why you would like to be an Award Brand Ambassador and what you would like to achieve through this volunteer experience.

Submit your application by email with the subject line "Award Brand Ambassador Volunteer Application" to Melissa Neilson, Award and Communications Officer at mneilson@dukeofed.org.