



Regional Community Ambassador

The role of Community Ambassador exists to lead, motivate, and empower the area team in meeting its strategic priorities; be an advocator, connector, and supporter in increasing awareness of the local charity partnership and its work, be proactive in engaging and informing our members of the impacts and outcomes on a local level and encouraging to become Active Members on the Steering Group

THE ROLE

To take overall responsibility and leadership for a designated area, identified by the Society, within the 'Regional Communities' model:

Lead and work with the Regional Community Team (RCT) to ensure effective planning, co-ordination and decision making

The development of a local plan which meets local needs and member expectations achieved by working in partnership with both internal peers and external stakeholders

Actively engage with members to encourage recruitment onto the steering group and to seek opinion regarding local decision; fundraising, grants, activities, and volunteering

Ensure that active partnerships are in place with a local charity partner, foodbank, primary and secondary schools, and that the RCT maximise awareness of the community partners through member events, their participation in Society Events, social media, and PR – Help tell their story and raise awareness with local members to prompt further engagement

Manage and engage with legacy charity partners to maximise a two-way partnership

Plan and manage a yearly calendar of RCT meetings to include the local partners such as schools, foodbanks, and charity partners; ensure that actions are documented, and plans are instigated to meet commitments

Monitor the impact of the activity delivered in the area and provide information to report on this each period

Ensure a PR activity plan is in place to maximise PR activity: including filming community work, quality pictures

Manage the designated community support operational (£1K) budget ensuring due process is adhered to

Promote the Your Coop Local community grants; ensure that the quarterly allocation of grant funds is allocated. Be proactive in highlighting grants that can be featured in PR or receive senior leader visits.

To act as the Society's ambassador and representative at local events as required



PERSON PROFILE

As a Reginal Community Ambassador your skillset, local knowledge, and ability to lead are key to this role, you should be:

Proactive in making a difference in your community

Be able to consider and effect change based on the needs of the local community

Proactive in raising awareness of the charity partner and other community stakeholders

Be open to developing your skills further to support your work as an ambassador

Confidently leading the Reginal Community Steering Group

Encouraging and supportive of the wider Regional Community colleagues to engage and collaborate with local RC activities/fundraising

COMMITMENT REQUIRED

A minimum of 4 hours per month is needed to fulfil this role:

- Chair meetings (every 6 – 8 weeks) with a mix of in-person and Teams meetings and follow up on the commitments made in the meeting
- Complete administration tasks (such as provision of stats/stories/impact information) & meetings with community groups where applicable.
- NB Some months will require less work, and some may need more e.g., an event in the area where the Exec, Board or MEC will attend.

USEFUL CONTACTS/INFORMATION LINKS

Community Team	Yourcoop.community@midcounties.coop
Your Co-op Community Fund	www.midcounties.coop/our-communities/funding/your-community-fund/
School Resources	www.midcounties.coop/our-communities/educational-resources/ colleaguesconnect.midcounties.coop/opportunities/developing-young-people/
Young Cooperators Network	www.midcounties.coop/membership/young-co-operators-network/