# Spokesperson Ambassador Job Description

## Role

Spokesperson Ambassadors will serve as the community voice for

self-management education workshops, specifically the CDSMP. As a

community voice, each Ambassador will encourage enrollment in a

CDSMP workshop through presentations to groups of people selected

as potential participants.

## Responsibilities

* Attend an initial training session (2–3 hours) to become an Ambassador.
* Develop a personalized Ambassador Outreach Plan and update it monthly.
* Prepare and practice a personalized pitch that highlights the benefits received from attending a CDSMP workshop.
* Set up appointments with select community groups to promote CDSMP workshops.
* Follow up with the people you talk with to further encourage them to attend a CDSMP workshop.
* Be available to speak to groups about the CDSMP upon request.
* Communicate regularly with the Ambassador Outreach Coordinator.
* Use the Ambassador Outreach Activity Report form to submit a monthly report.

## Qualifications

* Experienced—has successfully completed a CDSMP workshop.
* Connected—lives or works in the community and is respected by a wide circle of peers.
* Enthusiastic—is a “believer” and wants to spread the word about the CDSMP or the ASMP.
* Wired to talk—is willing to create a buzz by talking to a broad range of people.
* Comfortable speaking to groups of people.
* Oriented to community service or to giving back to the community.

## Training Required

Ambassadors will be trained either individually or in a small group. Training will include help identifying potential outreach audiences, preparing a CDSMP pitch and practicing how to deliver it, and understanding expectations for follow-up and reporting. Ongoing consultation will be available, and periodic training or refresher sessions may be available.

## Time Requirement

* Attend an initial training session (2–3 hours).
* Each formal presentation is likely to take 10–15 minutes, plus travel time. Monthly time commitment will depend on the number of presentations made per month.
* Follow-up and reporting will require 60 minutes per month.

## Benefits

* Satisfaction of promoting a valuable community service to friends, family, and community.
* Opportunity to contribute to a CDSMP program.
* Opportunity to improve the quality of life and well-being of community members with ongoing health conditions.