

Clan Ambassador – Role Description



Clan Cancer support is a well-established local charity located in the heart of communities across northeast Scotland, Moray, Orkney and the Shetland Isles. Clan is here for anyone affected by a cancer diagnosis, providing them with emotional and practical support to help live with and beyond their, or a loved one's cancer diagnosis and improve the quality of life for all those who turn to us for support. Our services are freely offered to all from pre-diagnosis and diagnosis through treatment and beyond from our network of wellbeing centres.

What the Role Involves

Clan Ambassadors are committed to raising awareness of the charity and support with fulfilling our organisational objectives, specifically in the areas of fundraising, campaigning, and public relations. Ambassadors are passionate about our work and lend their credibility and high public profile to support Clan, our aims and strategy.

Clan Ambassadors, regularly represent the charity by talking about our work and encouraging others to get involved in activities. This key role helps us to engage with new audiences, inspire new fundraising activities and thank our existing supporters for the work they are doing.

Clan Ambassadors are not Board members or Trustees; however Clan Ambassadors can be Members of the charity meaning that they have a role in our charity governance and can influence change, through consultation processes. Becoming a Member is highly suggested, but not compulsory to fulfil the role.

The role of a **Clan Ambassador** is varied. Responsibilities include:

- Representing Clan in a professional, outgoing and friendly manner.
- Being a confident public speaker.
- Arranging, hosting and/or attending fundraising and public engagement events.
- Representing Clan at external events that we have been invited to such as school assemblies, wellbeing events, local community group meetings (e.g. Rotary, Round Table, Woman's Institutes etc), to talk about Clan and the ways in which they could help us achieve our goals.
- Inspiring others to fundraise on Clan's behalf and thanking those who have already taken part in such activities.
- Sharing information about Clan with your own network, through word of mouth, social media and other engagement channels.
- Talking about Clan with members of the public as appropriate and answering questions they have about the charity.
- Being named in group literature/publicity materials.
- Participating in photo opportunities when representing Clan.
- Attending Clan's volunteer induction and participating in training sessions as appropriate.
- Signposting prospective clients to the charity.

This role will be within an assigned Clan catchment area, with the option to attend events further afield if you wish.

Role Commitments

Clan hopes that all Ambassadors can commit to the role for a minimum of 3 years. Within this timeframe, the role is flexible and event dates/times may be decided based upon your availability.

Due to the nature of Clan's work, this role is considered a regulated activity and requires membership of the Protecting Vulnerable Groups (PVG) scheme, which will be applied for on your behalf by Clan.

Essential Skills and Experience Required

- Confident public speaker with excellent written communication skills and presenting abilities.
- Reliable, professional and approachable.
- Excellent organisational skills.
- Able to inspire and motivate others.
- Innovative, ambitious and self-motivated.
- Empathetic to what those affected by cancer might be experiencing.
- Friendly, trustworthy and able to forge strong working relationships.
- Thrives on being part of a team or acting alone.
- Flexible and willing to be called upon when required, with prior notice.

Other Desirable Attributes

- An understanding of the third sector.
- Knowledge and understanding of how cancer can impact individuals, their families, friends and colleagues.
- Experience of organising or coordinating events.
- Marketing and PR knowledge/experience.
- Experience of partnership fundraising.
- Able to promote Clan's activities throughout your professional and personal network.
- Access to your own vehicle, a full clean license, and a willingness to travel throughout your assigned Clan catchment area.

Additional Requirements

Due to the nature of the role and the types of activities that may be required, it is requested that Clan Ambassadors are over the age of 18.

How Clan will Support You

Your role as a **Clan Ambassador** may involve dealing with difficult situations. It is our responsibility to ensure you have the relevant training and support to enable you to fulfil your role and have a rewarding volunteering experience. Clan will provide you with:

- A full induction to Clan, to introduce you to the charity, your role and key stakeholders across the organisation.
- A Volunteer Training programme, including Listening and Support Training and Safeguarding awareness.
- Shadowing sessions across Clans' Services Team and corporate functions.
- A named contact, who will provide you with any ongoing support and guidance you require to fulfill your role.
- The equipment and information necessary to carry out your role.
- Ongoing training, supervision, development opportunities and wellbeing support.
- Reimbursement of out of pocket expenses incurred whilst volunteering, in accordance with our Volunteer Expenses Policy.