



## POSITION DESCRIPTION

Job Title:	AmeriCorps Campus Ambassador
Reports To:	Development Associate
Exempt/Nonexempt:	Non-exempt
Direct Reports:	None

---

### Purpose

Campus ambassadors are university students who work closely with ServeMinnesota to raise the AmeriCorps profile on campus and introduce AmeriCorps to new and diverse student groups. The campus ambassador experience will build your communication and presentation skills and encourage innovation in engaging others and advocating for national service opportunities.

As a campus ambassador you will be considered a local expert. After all, you know your campus better than anyone, and you can connect with groups of students who do not yet know the benefits of national service. You will engage students on your campus by developing relationships with professors and student clubs, sharing AmeriCorps with your peers through presentations, tabling, social media, and coordinating events. You will collect contact information and continue to follow up with individuals interested in service.

### Essential Job Functions

- Successfully participate in orientation to ensure consistent messaging and understanding of AmeriCorps.
- Initiate and maintain collaborative working relationships with contacts in order to build diverse pipelines of potential applicants. Activities will include conversations and information sessions with student groups, interested students, career services, academic advisors, and other campus groups.
- Successfully present service opportunities and be a first point of contact for prospective candidates on campus. Work with Supervisor as needed to address candidate questions and concerns.
- Attend and professionally represent AmeriCorps at events (including get-to-know-us sessions, career fairs, collaborations with Center for Community Engaged Learning, etc.) and tabling on campus. Follow up with attendees.
- Connect with professors to secure speaking engagements; arrange for a current AmeriCorps member, alum or staff to accompany when appropriate.

- Interview current AmeriCorps members, AmeriCorps alums, faculty and/or staff to gather stories to share with campus and wider audience. A list of questions will be provided to each Ambassador.
- Track interactions with prospective candidates and document all progress toward weekly individual goals. Write weekly reflections to evaluate effectiveness of marketing techniques.
- Use personal social media accounts to amplify messaging about AmeriCorps opportunities, including event invitations, informational posts, member stories, and more. Post at least two times a week.
- Seek out and build partnerships under direction of Supervisor with community organizations adjacent to campus such as workforce centers, employment assistance organizations, and community-based agencies serving diverse populations to promote service opportunities.
- Attend weekly meetings with campus ambassador team to include potential story identification, training, event planning, and problem solving.

**Other Job Functions**

- Other AmeriCorps member recruitment duties as assigned.

**Job Qualifications**

**Minimum**

- High School Diploma or equivalency required; some college preferable. The opportunity is open to currently enrolled undergraduate and graduate students at the University of Minnesota – Twin Cities campus.
- Ability to work a flexible schedule that varies by week and includes evening and weekend activities.

**Preferred**

- Previous experience as a volunteer.
- Interest in marketing.
- Strong belief in community service as a strategy to solve our nation’s most pressing issues and interest in social justice.

**Knowledge, Skills and Abilities**

- Knowledge and experience working with individuals, both students and educators, with different backgrounds, resulting in professional behaviors that respect different experiences, cultures, norms, languages, and socio-economic background.
- Strong interpersonal and communication skills.
- Demonstrated ability to work independently.
- Experience using social media, including Instagram, Snapchat, TikTok, Twitter,

LinkedIn, Facebook and/or other platforms. Willingness to adhere to brand standards in using personal social channels to raise awareness of AmeriCorps.

- Ability to communicate effectively with people and groups in multiple settings within and outside of ServeMinnesota and the University of Minnesota.
- Ability to effectively utilize existing and emerging technology to achieve required results.
- Ability to traverse the campus and travel locally as needed.

This position is available to all, without regard to Race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, familial status, disability, sexual orientation, or age. It is also unlawful to retaliate against any person who files a complaint about discrimination. In addition to filing a complaint with local and state agencies that are responsible for resolving discrimination complaints, you may bring a complaint to the attention of AmeriCorps Agency.

Please submit cover letter and resume to [lisacarlson@serveminnesota.org](mailto:lisacarlson@serveminnesota.org). Cover letter should answer two questions:

- Why are you interested in ServeMinnesota and this particular position?
- How does your experience align with this position?