



2023-24 BRAND AMBASSADOR

POSITION TITLE

Brand Ambassador

POSITION SUMMARY

Brand Ambassadors will work directly with the Communications and Fraternity Growth teams to develop and create potential content for Alpha Gamma Delta social media channels, specifically TikTok and Instagram Reels. This is a volunteer position and will require you to use your personal cell phone to create content for Alpha Gamma Delta.

***Brand Ambassadors will be expected to sign an annual Volunteer Agreement.**

RESPONSIBILITIES

- Create photo and video content to potentially be shared across Alpha Gamma Delta social media channels, including but not limited to TikTok, Instagram and Facebook.
- Monitor social media trends and identify areas for contribution.
- Attend a kick-off meeting the week following selection, as well as monthly virtual check-ins with other Brand Ambassadors conducted by Communications and Fraternity Growth teams.
- Be mindful of Alpha Gamma Delta's diversity, equity and inclusion principles and ensure they are reflected in potential content.
- Stay consistent with Alpha Gamma Delta's established brand and incorporate Visual Identity and Style Guide.
- Other duties and tasks as assigned.

ESTIMATED TIME COMMITMENT

This is a one-year position. Brand ambassadors can expect to volunteer 5-10 hours per month, including attending monthly virtual check-in meetings, with a tentative start date of July 24, 2023.

QUALIFICATIONS

- Collegian in good standing.
- Aligns with Alpha Gamma Delta's mission and values.
- Team-player with a collaborative mindset.
- Demonstrates an ability to create shoot, edit and publish content consistent with a brand.
- Monitors and acts fast with trends.
- Confident on and behind camera.
- Organized and self-disciplined.



If interested, please submit a cover letter, resume, and responses to the following questions to socialmedia@alphagammadelta.org

***Submissions are due by July 14, 2023.**

APPLICATION INFORMATION

- First Name:
- Last Name:
- Phone Number:
- Email Address:
- Initiating Chapter:
- Expected Graduation Date:
- Instagram handle:
- Tik Tok handle:

SHORT ANSWER QUESTIONS

- What leadership experience do you have within your chapter or campus community?
- What experience and skills do you have with content creation?
- What would make you a positive brand ambassador for Alpha Gamma Delta?
- What is one Instagram or TikTok campaign you would like to create for Alpha Gamma Delta?