



**Position Title:** PAL Ambassador

**Reports to:** Schools & Volunteer Coordinator

**Position Status:** Part-Time Student Role

PAL: Play. Advocate. Live Well! (formerly Partners for Active Living) is a preventative health nonprofit that advances active living, promotes healthy eating, and fosters health equity.

PAL's key projects include hosting the annual downtown Criterium and Turkey Day 8K, spearheading the Daniel Morgan Trail System and parks like the Rail Yard, partnering on the Saluda Grade Trail, coordinating cooking classes and advocating for a strong local food system, and working with schools to promote health and wellness.

For more, visit [www.palspartanburg.org](http://www.palspartanburg.org)

## Position Summary

The PAL Ambassador position is a part time position (1-5 hours per week) that will be responsible for increasing brand awareness and supporting in donor engagement by interacting with PAL's social media accounts, sharing posts and peer-to-peer campaigns with own social media following, and being a voice for PAL in the community.

In addition, the position will implement marketing and communication plans and strategies including digital communications and event support and promotion. This position will also help to recruit volunteers for various stewardship activities and community events.

This position will support the PAL team, which is passionate, has fun together, and enjoys a flexible work environment.

## Position Responsibilities

### MARKETING RESPONSIBILITIES

- Write clearly and concisely, using multiple platforms to reach diverse audiences.
- Support social media implementation
- Act as a voice for PAL in the community

### FUNDRAISING / DONOR APPRECIATION

- Share peer-to-peer campaigns to personal social networks
- Thank volunteers by creating personalized appreciation videos

### EVENT SUPPORT

- Participate as interested in the annual Criterium, Turkey Day 8K, and other events.
  - Help with logistics, set-up, registration, and providing general support.



## Essential Skills and Experience

- Belief in the PAL mission to *advance active living, promote healthy eating, and foster health equity.*
- Ability to work as a leader and as part of a team.
- Relationship building skills and a willingness to participate in networking opportunities to raise awareness about the organization's cause and initiatives.
- Comfortability in recruiting and engaging volunteers by highlighting the organization's impact and volunteer opportunities.
- Utilize social media platforms, such as Facebook & Instagram, to amplify the organization's message and engage with the online community.
- Create content, share updates, and encourage participation on social media.

***For consideration, please complete the questionnaire by Thursday, August 31, 2023***

***If you have questions, you may direct them to Emi Bautista at [ebautista@palspartanburg.org](mailto:ebautista@palspartanburg.org)***