Berkshire Vision Charity Ambassador Role Description

Role: Volunteer Charity Ambassador

Responsible to: CEO

Time commitment: To suit your availability

Location: Berkshire

Background

Berkshire Vision is a local sight loss charity that provides practical and friendly support, sport and activities to visually impaired children and adults, and their families in Berkshire.

Sight loss can take away independence and confidence and leave those affected isolated. We support over 1000 blind and partially sighted children and adults across the county helping them to be independent, challenge perceptions and live life to the full.

Our services include: Sight Loss Support Officers, 18-35 Group, Social Activities, Adapted Sports, Telephone Befriending, Resources, Children, Young People & Families, Peer Support, Tech Buddies and Employability.

We are small team of brilliant full and part-time staff, with over 300 volunteers, supporting not just those living with sight loss, but the whole family.

The aim of our charity ambassador activity is to promote awareness of our services and to help us to raise vital funds to support our work.

Volunteer Ambassadors help to raise awareness of our charity by attending events to talk about our work and encourage others to get involved in fundraising activity, giving donations, or maybe considering corporate sponsorship. This is a really important role as it helps us to reach new people, raise our profile, inspire new fundraising activity, and thank our supporters for the work they are doing.

The role can take many forms depending on your time, connections and confidence. Some Ambassadors may prefer to make meetings on a one-to-one basis whereas others may prefer to host a talk in front of 100 people. Some Ambassadors may have social contacts that may lead to 'Charity of the Year' status nominations, or may have business or professional contacts leading to company sponsorships or donations. Others may wish to offer time to appear at community or charity events.

Role Description

- Attending invited events to give presentations/talk about the work of Berkshire Vision and the work we do, to raise our profile and inspire people to support us through fundraising and donations.
- Using your network of contacts, seek opportunities to raise the profile of Berkshire Vision and explore fundraising opportunities.
- Representing the charity in a professional manner.
- Promoting planned fundraising initiatives and activities.
- Liaising with CEO of Berkshire Vision

Dress Code

- Professional attire

The benefits to you

- Experience working with a respected and much needed local charity
- A sense of satisfaction and pride for helping to make a valuable difference
- Raising awareness of sight loss in our community
- Representing a cause that is close to your heart
- Challenging perceptions of sight loss
- Recognition as an ambassador for a vital local charity.
- Identification as an ambassador on the Berkshire Vision website and other appropriate promotional or marketing materials for specific events

Skills, experience and qualities

- Personable, enthusiastic and approachable
- Social or business contacts within Berkshire
- Confident in public speaking
- Genuine interest in making a difference

What you can expect from Berkshire Vision

- A personal induction session to introduce you to the charity, recognise your skills and identify any ongoing support you may need from us to fulfil the role
- A designated point of contact for support and guidance, when needed

- Reimbursement of out-of-pocket expenses, for example, travelling to and from a venue

Time commitment

This is a flexible role to suit your availability, and as such there is no minimum time commitment. Volunteer Ambassadors will be contacted as appropriate and offered the opportunity to attend events to which we are invited, or may choose to run events themselves to raise the profile the charity, or fundraise for the charity.

Recruitment Process

Please contact us to express your interest in the role. We'll arrange an informal meeting to discuss your application and the role, before obtaining references. Following this, we'll invite you to a short induction meeting.

Next step

Contact our CEO, Laura Mitchell on 0118 987 2803 or email laura.mitchell@berkshirevision.org.uk