

## Part-time or Full-time Promotional Ambassador

St. Nicks Alliance, a North Brooklyn non-profit and outcomes-based community organization, seeks a personable and versatile promotional ambassador whose expertise translates into successful client referrals and increased brand recognition that will support **in-person** promotion of and recruitment for services. This role is **public-facing** you will interact directly with the community. Before and after presentations or events with the public you will collaborate with the St. Nicks Alliance team and partners to develop strategic approaches for successful engagement and enrollment in our services. You will regularly attend community events and forums to access community residents and customers to increase recruitment and awareness of our services. You will identify new sites and develop partnerships that will build and support referrals. This is an in-person position, and you will be expected to work on site. You will report to the communications manager at 2 Kingsland Avenue, Brooklyn, NY 11211.

The promotional ambassador is a vital team member whose personal interactions with the community will provide important input toward bettering our engagement and recruitment. You will acquire a comprehensive overview of the variety of services we provide and the ability to effectively convey that information to the community.

### Promotional Ambassador — Roles & Responsibilities

- Face-to-face promotion and marketing of St. Nicks Alliance services and work
- Represent St. Nicks Alliance at marketing and community events. Organize and prepare for each event for maximum exposure and engagement with public and successful referrals.
- Work closely with St. Nicks Alliance to learn: what services we provide, client eligibility requirements, the target market for each service, and criteria for successful referrals.
- Work closely with communications to ensure marketing content is communicating effectively to attract prospective customers.
- Prepare and submit a referrals report on each marketing event. Track results on referrals provided to senior managers and partners. Meet with managers and partners to improve results and outcomes.
- Collect contact lists.
- Work and develop partnerships with other community groups and key sites for promotion of services.
- Increase ad revenue and distribution for *North Brooklyn Community News*| *GREENLINE*.
- Must be able to work weekends and evenings as needed. (*You will not exceed a 35-hour work week.*)

### Promotional Ambassador — Requirements & Essential Skills:

- Education: a high school graduate (required). Associate's degree or higher in marketing, psychology, business administration, or similar,
- Two or more years of experience in direct and/or client-facing marketing
- Preference for those bilingual in English and Spanish, not necessarily fluent but with a capable understanding of Spanish.
- Superb interpersonal skills: communication, customer engagement, and collaboration.
- Adept at the proper collection and documentation of marketing metrics.
- Strong time management and organizational abilities.
- Adaptable in operating independently and collaboratively

### Compensation:

- Part-time salary starts at \$21 per hour working between 16 hours–25 hours per week.
- Full-time salary starts at \$40K annually with benefits.
- Benefits include: paid holidays and vacation, etc. if hours enable you to qualify

Candidates should email resume and a cover letter illustrating their success working in this field to [communications@stnicksalliance.org](mailto:communications@stnicksalliance.org). St. Nicks Alliance is an EEOC compliant employer. Visit us at [stnicksalliance.org](http://stnicksalliance.org)