



## Overview of Roles and Responsibilities Ambassador Program Global Social Service Workforce Alliance

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### **About the Alliance**

The Global Social Service Workforce Alliance works toward a world where a well-planned, well-trained and well-supported social service workforce effectively delivers promising practices that improve the lives of vulnerable populations.

The mission of the Alliance is to promote the knowledge and evidence, resources and tools and political will and action needed to address key social service workforce challenges, especially within low- to middle-income countries.

The Alliance is led by a Steering Committee of 13 members from 7 countries with expertise in a range of topics related to the development of the social service workforce, workforce strengthening efforts and promising practices in providing services to vulnerable populations around the world. They oversee and guide the direction and development of the Alliance. The Secretariat of the Alliance is comprised of two staff members, a coordinator and communications manager, who are based in Washington, DC.

### **About the Ambassador Program**

Newly launched in 2016, the Ambassador program aims to raise awareness and interest in social service workforce strengthening efforts. Ambassadors will play a key role in increasing the conversation and advocating for the social service workforce at the local, national and regional level by cultivating relationships with key stakeholders. Ambassadors will also help promote the work of the Alliance in order to increase engagement of existing members and grow the reach of the Alliance to new individuals and organizations. The program serves as an opportunity for selected Ambassadors to become leaders in promoting and highlighting promising practices related to planning, developing and supporting the social service workforce.

Up to 10 Ambassadors will be selected in March 2016 to serve an initial two-year term. Upon successful completion, each may have the possibility of reappointment for an additional two-year term.

### **Alliance Membership Composition**

Launched in 2013, the Global Social Service Workforce Alliance has grown to include 775 individual members in 75 countries. Membership is cross-sectoral, and includes individuals in a variety of roles in the government, associations, academia and research institutions, NGOs, civil society, practitioners and UN agencies. The formation of the Alliance was the result of recommendations from participants at a PEPFAR-funded conference on social service workforce strengthening held in Cape Town in November 2010.

The Alliance's website includes information and resources in English, French and Spanish to appeal to the wide audience of members globally. In March 2016, the Alliance will launch a revised website that includes new opportunities for members to connect with each other. The Alliance also

participates in leading events and conferences around the world to share the latest information, data and resources with new audiences.

## **Ambassador Role and Responsibilities**

### *Advocacy*

Ambassadors are expected to cultivate relationships locally, nationally and regionally in order to champion social service workforce strengthening efforts. Through relationships with key stakeholders across sectors, Ambassadors will strive to inform strategy and influence national policy to develop, plan and support this workforce.

### *Engaging Members and New Groups*

The Alliance hosts several events each year, either in-person or via webcast/webinar. Two key events are the Social Service Workforce Alliance Annual Symposium, held in June, and Social Service Workforce Week, held annually in September. Active participation and promotion by Ambassadors is vital to increasing engagement among current members and new groups in these two large-scale events. The Alliance also hosts several webinars and other online events throughout the year that Ambassadors can help in promoting to their networks.

### *Promotion of Key Events*

Each year the Alliance participates in several leading conferences around the world. Ambassadors may have the opportunity to help convene events and present on behalf at the Alliance at a regional conference. In the past the Alliance has called upon members and other leaders in this sector to be a part of a panel presentation, lead group discussions and staff a resource table at conferences. The Alliance maintains an online calendar of upcoming events and Ambassadors can help to contribute to this calendar by notifying the Alliance of relevant upcoming conferences. Additionally, Ambassadors have the opportunity to share updates from conferences they participate in with the wide audience of Alliance members through blogs and other communications.

### *Distributing Information*

Each month the Alliance distributes an e-update to members. Ambassadors can play a key role in sharing these emails as well as news of other upcoming events and relevant updates with their network to increase engagement and interest in the work of the Alliance. Likewise, Ambassadors share updates from their network and region with the Alliance for inclusion in Alliance communications to members.

### *Contributing Content*

Authoring a blog or securing a blog post from a guest author is just one of the ways Ambassadors can contribute content and share innovative ideas with a wider audience. Ambassadors will also share new reports or publications from their network, suggest topics and/or speakers for webinars or blogs, and keep Alliance members informed of regional news and events.

### *Online Participation*

As part of the Alliance's new website, to be launched in March 2016, there will be discussion boards in which members can pose and respond to questions. Ambassadors are encouraged to regularly participate in these discussion boards by posing questions or commenting on topics of interest. Ambassadors are also encouraged to participate in webinars and webcasts. Through social media engagement, Ambassadors can like, share to their network or comment on Facebook and Twitter posts from the Alliance.

### *Growing the Network*

The Alliance's membership is only as strong as its network, and Ambassadors are asked to help in growing the Alliance's network through outreach to new local, national and regional groups, key individuals, government representatives and others interested or currently involved in supporting social service workforce strengthening efforts. This will engage a broader diversity of people in the conversation about workforce strengthening, enhance learning across countries and increase advocacy efforts on behalf of this important work.

### **Support to Ambassadors from the Alliance**

The Global Social Service Workforce Alliance is committed to helping develop the skills of Ambassadors to become leaders in social service workforce strengthening efforts. Ambassadors have the opportunity to extend the conversation and inform strategy in developing, planning and supporting the social service workforce at the local, national and regional level. The Alliance will provide support throughout the two-year Ambassador term, holding regular meetings to discuss challenges and share promising practices for advocating and increasing awareness of this workforce. The Alliance will also bring the cohort of Ambassadors together for a three-day orientation that will include training on the key components of social service workforce strengthening; methods of advocacy and promotion; use of social media such as Twitter and Facebook, and how to blog. Ambassadors will also have regular access to legislative and policy briefs, technical publications, information on engaging with current and new members and groups, opportunities to participate in events and avenues for sharing skills and experiences with a wider audience. The program is meant to be a mutually beneficial, rewarding experience. The Alliance is committed to fostering a culture of mutual support and networking amongst the cohort of Ambassadors.

### **Setting Goals for the Ambassador Term**

During the in-person training, to be held in September 2016, Ambassadors will develop an outreach plan to stakeholders and individuals, and establish individual and group goals to achieve over the two-year term. The Alliance is committed to helping each Ambassador achieve his or her established goals through individual coaching, training and group information exchanges on challenges and promising practices. Funding is available from the Alliance to support selected Ambassadors' travel to attend the in-person meeting, based upon need.