



## 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 Secretariat of the Alliance is comprised of three staff members: Director and Communications Manager who are based in the United States, and Senior Technical Advisor who is based in Georgia. A Steering Committee oversees and guides the direction and development of the Alliance. This team has 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.

### **About the Ambassador Program**

Launched in 2016, the Ambassador program aims to raise awareness and interest in social service workforce strengthening efforts. Ambassadors play a key role in elevating the conversation and advocating for the social service workforce at the local, national and regional level by cultivating relationships with key stakeholders. Ambassadors also help to promote the work of the Alliance in order to increase engagement of existing members and expand the reach of the Alliance to new individuals and organizations. This voluntary program serves as an opportunity for selected Ambassadors to be leaders in promoting and highlighting promising practices related to planning, developing and supporting the social service workforce. The program is meant to build upon and strengthen work currently being carried out in day-to-day duties in the current jobs of applicants. [Read more](#) about the ongoing work and accomplishments of the 2016-2018 Ambassador cohort as examples of the types of activities undertaken by Ambassadors.

Up to 10 Ambassadors will be selected in January 2018 to serve a two-year term.

### **Alliance Membership Composition**

Launched in 2013, the Global Social Service Workforce Alliance has grown to include 1500 individual members in 110 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 is generously supported by the GHR Foundation, UNICEF and the United States President's Emergency Plan for AIDS Relief (PEPFAR) and the United States Agency for International Development (USAID) under cooperative agreement to 4Children (led by CRS). The Tides Center acts as fiscal host and sponsor.

## **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. The Alliance has developed a Global Advocacy Toolkit to help Ambassadors and other supporters in advocacy efforts. The development of this toolkit is a result of recommendations by the first cohort of Ambassadors in 2017.

### *Promotion of Key Events*

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 annual in May/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 and suggesting topics and speakers. Likewise, the Alliance can help in promoting events and asks for Ambassadors to share local and regional event information and can provide printed materials and assist with presentations when Ambassadors are attending or presenting at local and regional events.

### *Participation in Regional 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, most recently at the REPSSI Forum in Tanzania and in 2018 at the CRISOWO Conference in Rwanda. 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, connect the Alliance with individuals for worker profiles and keep Alliance members informed of regional news and events. Ambassadors may also choose to provide expertise and input into the Alliance's interest groups.

### *Online Participation*

Ambassadors are encouraged to participate in webinars and webcasts, promote to their networks

and suggest topics and speakers. 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. Particular emphasis will be placed upon growing the network in currently under-represented regions and among under-represented stakeholders. 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 strengthen 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 monthly conference calls to foster group discussions on challenges and 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 at the launch of the program 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. A second in-person meeting of all Ambassadors may be possible halfway through the program. Funding is available from the Alliance to support selected Ambassadors' travel to attend in-person group meetings, based upon need. This will be further discussed if selected to interview for the role.

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

During the in-person orientation, to tentatively be held in September 2018, 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. During the second year of the program, Ambassadors will develop a group goal and group project to work on collaboratively and also connect with their individual goals and activities.