



## Backcountry Squatters Ambassador Program

### What is the ambassador program?

Through our ambassador program we provide women who want to take their leadership in the outdoor industry and community to the next level the opportunity to do so. Backcountry Squatters ambassadors will oversee the region in which their Backcountry Squatters chapters are represented. These regions include the West Coast, Rocky Mountain, and East Coast. Ambassadors must be familiar with the region in which their clubs are represented.

Ambassadors are expected to be a touch point for all Backcountry Squatters chapters in their prospective states. Ambassadors are expected to take an active role at each chapter assisting the leadership team in any and all things Backcountry Squatters. Ambassadors are to provide a line of communication between the Backcountry Squatters chapters and the Backcountry Squatters nonprofit team, working closest with the Director of Outreach.

### Backcountry Squatters mission:

To unleash college women's full potential as tomorrow's leaders through the transformative power of venturing outside together.

### Ambassador Responsibilities:

#### Required Internal Meetings:

1. Semesterly meeting with club execs and ambassadors
2. Monthly communication with DO
3. Monthly communication with each of the chapters within your region
4. Hold one weeknight per month for general squatters meetings
5. Annual ice breaker meeting

Estimated Hours: 10 hours per month (2.5 hours a week)

#### Goals and Scope and Tasks

- Assist DO in establishing reliable line of communication with club branches in your region

- This has previously been done through email but may be done by slack in the future
- Assist DO in organizing semesterly meetings with all branches in your region to ensure all necessary tasks are completed (their schools' required tasks, liability waivers, share list of potential event ideas, see if they need help with bank accounts etc). During the second semester, the club leadership transition should be discussed.
  - Ask DO about and know the financial amount budgeted each year to assist clubs in events and initiatives of their own, notify branch execs that pool of money exists (especially for any DEI initiatives)
  - This could be done with the branches all together or with the each branch separately (to be decided by DO and ambassadors)
  - Communicate that all non-legally-binding documents are able to be altered and formatted by the executive officers of each branch so that there is room to form this club in the best way possible for any given university while still operating in line with Backcountry Squatters mission.
- Assist DO in the collection and distribution of a list of beginner, intermediate, and expert events.
- Organize the publishing of three blog posts a semester (either self written or recruited from a club member in your region)
- Organize at least one community event per year with club branches. This could be a community service day, workshop/clinic, webinar. Any event you're comfortable with is acceptable, but the goal is to connect girls across branches to widen their community network.
- Complete monthly two-way communication with all branch leaders to share relevant non-profit information (scholarships, skedaddle, merch updates etc) and get updates and photos from the branches that could be shared in media outlets (newsletter, social media).
  - This effort will be done closely with the DO and other ambassadors
  - Participate in 1 hour meeting monthly to check in with other ambassadors and DO
- Give feedback to on merchandise to ED and team
- Participate in annual ice breaker meeting with ED, DO, Board, all ambassadors and any interns

#### Preferred Skills:

1. Familiarity with Zoom, Google Form, Slack
2. Exceptional communication skills in person, over the phone, through video conferencing, and through written words
3. Personal commitment to devote the time necessary to perform the responsibilities of the Ambassador

4. Commitment to growing women's participation, representation, and leadership in the outdoors
5. Ability to work with a team, both in-person and via video conference, as well as independently
6. Previous affiliation with a Backcountry Squatters University chapter is preferred

#### Ambassador Perks:

1. Pro-Deals! We want our ambassadors to be repping our name and repping it proud. Ambassadors will receive a five panel hat at production cost and stickers to use in any way that will represent the non-profit in a positive light. In addition to the Backcountry Squatters pro-deals, we will offer pro-deals for other brands and gear as they arise.
2. Networking opportunities with other women who share a love and passion for the outdoor industry and community. Being a member of the Backcountry Squatters ambassador program grants ambassadors access to an online group with the other ambassadors past and present. This group will provide a number of job listings and opportunities provided specifically to women who are looking to further their passion and careers in the outdoors.
3. Resume builder: Backcountry Squatters is one of the most well respected organizations for women's representation in the outdoors. Having an ambassadorship with the Backcountry Squatters is a great resume builder that represents an individual who seeks to go above and beyond in making the world a more equal, environmentally sustainable, and inclusive place.

#### Work Schedule and Compensation:

**Volunteer position without compensation.** This is a part-time position. All applicants should be willing to devote at least *ten hours* per month to Backcountry Squatters. Occasional work on nights and weekends should be expected.

#### How do I apply for the ambassador program?

Those interested in the ambassador program will go through a two step application process:

1. Submit the online application
2. Participate in a Zoom interview with the Backcountry Squatters non profit team.