

EAL (Volunteer) Town Ambassadors

Job description

About English At Large

Are you passionate about giving adult immigrants and refugees English language skills to empower their success? English At Large provides trained volunteers who offer free one-to-one English language tutoring and small group instruction to hundreds of adult learners in 21 Boston-area cities and towns, helping them improve their English language skills, adapt to American life, and participate in their communities.

Role: Local town ambassadors serve as EAL's "eyes and ears on the ground" in local communities, alerting us when EAL appears in local media, and connecting us with local people, organizations and events that provide opportunities for us to raise awareness for EAL and the needs of local immigrants. As a Town Ambassador, you will help ensure that our marketing efforts are effective in reaching our target audience in your community.

We are looking for ambassadors to cover the 21 communities in Middlesex County we serve:

Acton	Carlisle	Reading
Arlington	Concord	Stoneham
Bedford	Lexington	Wakefield
Belmont	Lincoln	Waltham
Billerica	Littleton	Wilmington
Burlington	Medford	Winchester
Boxborough	North Reading	Woburn

Responsibilities/Tasks

- Develop a list of the people, groups, media outlets and other organizations with potential interest in EAL. Examples include:
 - Local media news outlets, such as newspapers (both paper and online), local cable TV, social media, local chats, online boards and listservs
 - Official town resources, including city/town contacts, Board of Selectmen, local activists and community volunteers
 - Other community resources and activities, such as retail bulletin boards, community, civic & religious organizations, and town days/fairs
- Working with EAL staff, develop strategy for contact and engagement.
- Serve as contact for EAL for event registration purposes, such as Town Days, and other activities which require a "local" address
- Provide feedback to EAL staff as to effectiveness of media content and/or engagement programs. E.G. prominence/placement of marketing materials, announcements, press releases, PSA's, etc.
- Work with other Town Ambassadors to share results and best practices of the position, and improve the effectiveness of the team.

Qualifications

- Understand and be passionate about the mission and programs of English At Large.
- Have an interest in and be able to cultivate relationships with resources and media outlets in your local community
- Be self-motivated, personable, detail-oriented, and able to work independently.

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Training

- Ambassadors will be invited to an orientation at the EAL office in Woburn to meet the staff and gain first-hand knowledge about our services and programs.
- As an EAL volunteer, Ambassadors will have the opportunity to attend professional development, networking and celebratory events, as scheduled by EAL staff throughout the year.

Commitment

- 2-4 hours/week. May be spread unevenly through the month/year.
- Work from home by phone and email, as well as some visits to community organizations/locations.
- Occasional face-to-face meetings with EAL staff and other Ambassadors.

Key words:

immigrants, refugees, teaching, learning, marketing, community, communications, English language