**Parent Ambassador Kickoff Meeting 9.10.20**

**Goal**

Grow school enrollment and spread positive messaging about the school throughout the community

**Parent Ambassador Roles**

**Digital Ambassadors**

* These Ambassadors spread positive messaging about our school on social media, and contribute to positive online reviews.
* Responsibilities
  + Regularly share school posts Facebook, Twitter, Instagram, etc…
  + Work with Marketing Director to create social media contests to add followers
  + Work with Marketing Director to initiate a school wide campaign to post positive online reviews about St. Syms
  + Online Review sites
    - Google
    - Facebook
    - Greatschools.org
    - Niche.com
    - Privateschoolreview.com
    - MapQuest
    - Zillow (reviews are provided by GreatSchools.org)
    - Yelp
    - Realtor.com

**Mass Presence Ambassadors**

* These Ambassadors will be in charge of ensuring St. Symphorosa School has a consistent presence after Sunday Mass.
* Responsibilities
  + Arrange for the school to have a table outside of Mass one Sunday per month
  + Coordinate the dates with Parish Staff
  + Work with Marketing Director to get the tablecloth and marketing collateral to hand out
  + Manage staffing of the table by utilizing Parent Ambassadors
  + Give all new leads to Marketing Director

**Open House/Volunteer Ambassadors**

* These Ambassadors will be in charge of ensuring all school Open Houses are staffed with an adequate number of parent and student volunteers to greet families and give tours.
* Responsibilities
  + Work with Marketing Director to create and send communications to recruit both parent and student volunteers
  + Send confirmations to all volunteers
  + Be point person for communicating open house details and responsibilities to volunteers
  + Maintain an accurate contact list of all volunteers
  + Be available for all three Open Houses to direct all volunteers
  + Keep track of all service hours earned and turn in appropriate volunteer forms Marketing Director to sign off on.
  + Work with Marketing Director to train all volunteers on school tours and talking points

**Fundraising Nights Ambassadors**

* These Ambassadors will be in charge of setting up one fundraising night per month at a local restaurant to help raise money for the marketing budget
* Responsibilities
  + Work with Marketing Director to identify local restaurants
  + Work with Marketing Director and Principal to determine the best dates
  + Be the initial point of contact for all restaurants
  + Pass along flyer created by restaurant to Marketing Director for distribution in brown envelopes, social media, Mass bulletins, etc…
  + Help promote each fundraising night through parent Facebook page and word of mouth
  + Follow up with each restaurant after the event to determine the results

**Community Outreach Ambassadors**

* These Ambassadors will be in charge supporting the promotion of school marketing events to the local community. They will also serve as a second line of defense for school tours after the Marketing Director.
* Responsibilities
  + Work with Marketing Director to regularly distribute posters/flyers/brochures to local park districts, libraries, daycares, restaurants, real estate agencies and other community businesses
  + Coordinate additional parent ambassadors/volunteers to assist with distribution of marketing collateral
  + Be available to assist with additional school tours as needed
  + Communicate any useful leads/partnerships to the Marketing Director

**Artistic Ambassadors**

* These Ambassadors will be in charge of creating dynamic marketing collateral such as Open House posters, banners, brochures, and flyers.
* Responsibilities
  + Work with Marketing Director to confirm all collateral being created
  + Work with Marketing Director to develop content
  + Adhere to all deadlines for first and final drafts
  + Make revisions on collateral based on feedback from the Marketing Director and Principal