



## Richmond Chamber Ambassador Program Role Description

As a Richmond Chamber of Commerce (RCC) Ambassador, you are a front line representative; your goal is to build long term valuable relationships with new and existing members. One of the most important duties of an Ambassador is to promote interest and participation to other members in Chamber activities. You will be representing the RCC by attending and inviting new members to various Chamber events including, but not limited to:

- Networking breakfasts
- Luncheons
- Business After 5 events
- Seminars/Speaker series
- New Member events

### Expectations:

- Be an RCC member in good standing
- A one year commitment to the Ambassador Team
- The ability to give 8-10 hours per month to Ambassador duties
  - 2 hrs – Networking Breakfasts
  - 2 hrs – Coffee Meetings
  - 2 hrs – Other events
  - 1 -2 hrs – phone calls/emails
  - 2 hrs - Misc
- Facilitate communication and feedback between new members, team leaders, chamber management and staff
- Call new members and personally invite them to events and act as an “introducer” at RCC events
- Meet assigned new members outside of chamber events 2 times per year
- Track activities on Google Docs provided by Team Leaders
- Help new members get involved with committees, sponsorship opportunities and find out how we can support them and their businesses.
- Familiarize yourselves with The Chamber
  - Member discounts and other services available to members
  - Know who the Chamber staff are and their roles
  - Board of Directors
  - Committee that are open to members
- Conduct yourself in a professional manner at all times
- Your primary goal is to promote the RCC NOT your business

### How the RCC will support you:

- Attend Quarterly Ambassador meetings
- Provide script for calls and emails
- Ensure you have the most up to date RCC events calendar
- A personalized badge identifying you as an RCC ambassador
- For those events you are attending in your role as an Ambassador, event costs will be offered at reduced cost or waived where possible.

### Ambassador Benefits:

- Regular opportunities to create and strengthen relationships within the RCC
- Develop new contacts
- Raise the profile of the business you represent
- Ambassadors Helping Ambassadors!