

## ROLE OF REGIONAL AMBASSADOR

The **REGIONAL AMBASSADOR** is a vital position, working with the Publisher to identify, contact, introduce, invite and share research, news and information that is so necessary for the readers of Contemporary Family. An excellent writer and communicator, the Ambassador is responsible for helping us to achieve a common goal – improving child outcomes, especially burdensome when parents separate and divorce.

### GOALS:

1. Identify and contact university faculty and researchers who are studying parental alienation, high conflict divorce, and related child custody issues;
2. Can reach out to professional associations across disciplines as family law, psychology, medicine, clergy, education, with an introduction to our news and research international quarterly in order for them to solicit their members to share their experience, findings and research applications related to parents in high conflict, and interference with child affection by one parent against the other.
3. Be the change agent in your region by facilitating exchange of ideas and bringing them to the attention of the Publisher in order to provide a timely, reliable, online presence to help other professionals, practitioners, and parents in your region and globally.

The Ambassador is a volunteer position, compensated through their increased visibility in their regions, and having the satisfaction that they have great responsibility for connecting other professionals and lay people who wish to achieve improved mental health for children, reducing trauma for families impacted by parental separations, and for identifying new social endeavors that will fundamentally support these goals.

Planning and implementing networking strategies for publisher content and data is a core responsibility of this position. A substantial part of this communication and outreach work includes creating content and designing promotional materials for media and target audiences, as well as executing social media campaigns on a variety of web-based platforms. The Communications and Outreach Coordinator also helps develop collaborative relationships with professional licensing organizations, political and legislative leaders, a wide variety of children and family organizations, professional schools of law, psychology, education and medicine.

The Regional Ambassador will make editorial suggestions to the Publisher for coverage of news, events and research emanating from their respective State, Country, global region.

## **PRIMARY DUTIES AND RESPONSIBILITIES**

1. Works with the Publisher and Editorial Board to understand the cultural and political experiences which need to be shared to the global readership. They shall be part of the editorial and programming efforts which will grow as Contemporary Family grows in value and significance to unite advocates, professionals and parents in the field of high conflict divorce, parental alienation and child affection status, family trauma and resilience.
2. Develops strategies for promoting the publication as an outlet for university faculty and researchers from public and private organizations and for inviting their participation. This will be including identifying who and where these important audiences may be found in their respective State, Country and global region, and the most effective methods of reaching them.
3. With approval of the Publisher and or Editor, the Regional Ambassador will advise on venues and appropriate press releases and other promotional copy which will help them to achieve the common goals.
4. The Regional Ambassador shall maintain their list of press and media contacts, utilize social media to reach their respective target audiences through phone contact, and email promotions and may develops their own other web-based presence with approval of the Publisher.
6. Develops and strengthens relationships with local and regional press contacts.
7. Arranges for the distribution and exhibition of Contemporary Family related content and issues and may write press releases, and program descriptions, uploading information to website and promoting Contemporary Family to various and appropriate onsite and broadcast venues.
8. Represents Contemporary Family at professional conferences, panels and festivals within the social and human services community and related fields.

## **QUALIFICATIONS**

### **Required:**

- A commitment to progressive social change for children
- Excellent writer and editor
- Excellent verbal communication skills
- Demonstrated ability with social media marketing and promotional strategies
- Superb researcher
- Excellent interpersonal skills
- Knowledge of their regional landscape

- Cultural sensitivity to diversity (educational, ethnic, geographic, political, religions) within their landscape
- Ability to act in a tactful and diplomatic manner and work on sensitive issues with diverse groups of individuals
- Knowledge of social media, computer skills (MS Office)
- Comfort with public speaking and reaching out to new people
- Ability to be flexible and adaptable in order to contribute to problem-solving activities within a growing, changing organization.