



BRAND AMBASSADOR ROLE DESCRIPTION

The Executive Office of Labor and Workforce Development seeks a cohort of individuals for an exciting professional development and leadership opportunity. This cohort of Brand Ambassadors will inform, build and advance the new MassHire brand. Brand Ambassadors will represent the brand to various stakeholders in order to increase awareness, generate excitement and buy-in and drive performance of the Massachusetts workforce system. EOLWD is looking for at least sixteen (16) brand ambassadors who could be responsible for brand implementation in each local Workforce Area.

RESPONSIBILITIES:

- Attend the statewide enculturation training program held by the Brand Team on May 24, 2018 from 9-1 at Quinsigamond Community College
- Lead a local internal Brand Orientation Session for Board and Career Center colleagues
 - Facilitate training on living the Brand, including shared Brand Charter values, vision, mission, etc.
 - Support career center and workforce boards in their efforts to implement eLearning enculturation training
- Champion brand success celebrations locally and share statewide how the brand is being implemented in your region
 - Create local system for collecting success stories that are exemplary of the kinds of behaviors you have identified as “on brand”
 - Share stories locally and celebrate improvement; communicate these success to the state workforce system
- Assist with local career center and workforce board adoption of new brand standards manual
 - Develop/assist with development of local Brand Implementation Plan
 - Be the contact for sharing any brand information from the state with local workforce boards and career centers
 - Be aware of how the new logo is being presented both internally and externally and identify regions that need support in implementing the new brand
 - Generate status updates monthly to Brand Team, including regional numbers/percentages monthly
- Make enculturation behaviors part of local job descriptions and performance management processes (make it an individual responsibility)

- Identify opportunities to integrate brand charter and other branding requirements into operating procedures or policy documents
- Collaborate with other regions and partners to demonstrate how each area is being measured against the brand standards
- Partner with regional leaders to make sure brand enculturation behaviors are measured & acknowledged with employees during performance review conversations

Brand Ambassadors will receive ongoing training and support from EOLWD and More Advertising throughout the brand implementation process.

THIS OPPORTUNITY MIGHT BE FOR YOU IF:

- The prospect of leading a state-wide movement to bring the workforce system together under a compelling brand sounds new & exciting
- You love speaking in front of others, and you're a great communicator – you can explain just about anything to anyone
- You're a stickler for detail, and you make sure nothing falls through the cracks
- You're eager to work and collaborate with others in the MassHire workforce world, including other workforce boards, career centers, and state staff
- You like taking ownership over your work – when you set your mind to something, you see it through
- You bring positive energy and high energy to everything you do
- You have access to transportation to visit locations around your region
- You can attend a one-day in-person brand enculturation training plus spend 5-8 hrs per month to monitor the success of the brand