



Business Partner Ambassadors

Purpose: The role of the Business Partner Ambassador is to help Avivo staff with increasing the awareness of Avivo to the greater business community and mentoring new Business Partner Council members, ultimately growing the size of the Business Partner Council and enhancing the effectiveness of its members.

The Business Partner Council (BPC) Ambassador is committed to Avivo's mission and understands that their role is key in furthering that mission. Although this role is of the utmost importance, the time committed to Avivo as an ambassador varies based on the need of Avivo staff and the time availability of the ambassador.

Duties:

1. Participate in Avivo BPC Orientations to share their Avivo story with new members.
2. Attend face-to-face employer marketing meetings with Avivo staff.
3. Identify potential business partner companies and either make an initial contact with those companies or give contact information to Avivo staff to pursue.
4. Mentor new BPC Members during their first six months on the Council.
5. Assist Avivo staff with bringing existing members back into active membership.
6. Participate in Avivo marketing activities including open houses.
7. Report on Ambassadors activities at quarterly BPC meetings.
8. Attend bi-annual ambassador meetings and/or phone calls. (October and April)
9. Partner with Avivo staff to develop/enhance materials used by ambassadors.

Training and Development:

All ambassadors attend an initial training session that includes an overview of the Avivo Business Partner Council, the goals and priorities of the council and the areas of membership needs (industries and fields).

Ambassadors will also be introduced to the marketing materials used during the initial and subsequent employer meetings and be introduced to Avivo's website (including location of client success stories).

Ambassadors will be orientated to their role as mentors for new business partners that include 1) Sharing their involvement with Avivo, 2) discussing the goals the new member has regarding their membership, 3) call new members about upcoming BPC or committee meetings, 4) become familiar with the company the new member works for and help them to identify ways their company could benefit from working with Avivo. Avivo staff will try to match new members to mentors based on job type or industry match. It is anticipated that mentors will communicate with the new member monthly during their initial six months on the BPC.

Initial employer meetings – materials used include the 2-sided Avivo marketing flyer and the Avivo Annual Plan. Ambassadors will also have copies of the Avivo Business Partner Council 2-sided communication piece to use as needed.