



Swim Across America College Ambassadors Program Description, Responsibilities & Qualifications ★2024★

SAA College Ambassadors are part of the next generation of leaders. They support SAA by helping to engage the younger audience, promoting the Swim Across America mission and brand and encouraging their local communities' involvement.

Description:

Swim Across America is looking for college ambassadors to be the face of our organization on your campus and in your community. Our College Ambassadors will be tasked with sharing the mission of Swim Across America, increasing brand awareness, leading a team and attending or coordinating local SAA events. You will work closely with our National Associate Board to achieve objectives such as brainstorming new ways to engage young adults focusing on encouraging participation and fundraising.

To excel in this role, you will have excellent communication skills, organization, and a strong presence on social media. Previous experience at an SAA event or knowledge of the Swim Across America mission is ***strongly desired***. Please review the list of responsibilities and qualifications and see if you may be a good fit.

Responsibilities:

- Familiarize yourself with the organization's mission, vision and goals
- Captain a team for the SAA College Cup and/or other SAA event
- Create and promote social media content in order to drive SAA brand awareness
- Raise over \$500
- Educate potential new constituents on SAA organization and mission
- Build relationships with peers, campus organizations and local businesses for promotional opportunities
- Brainstorm ideas and participate in group calls
- Maintain a positive image of the brand
- Identify a successor for the next year

Qualifications:

- College student
- Enthusiastic
- Creative thinker
- Comfortable putting yourself out there and talking to students and members of your community
- Passionate about SAA mission
- Friendly, approachable and outgoing personality
- Working knowledge of social media platforms

Program Benefits:

- Exclusive Swim Across America swag
- Complimentary participation at SAA events (for active year)
- Leadership Experience
- Networking Opportunity
- Professional and personal skills development
- Community service hours
- Mentorship
- Making a positive impact on others in your community