



## Community Event Ambassador

*Arts for a Better Bay Area (ABBA) is excited to announce two opportunities as a Community Event Ambassador. Ambassadors will play a key role in helping ABBA design and build a unique annual event that will equitably serve, connect, and inform a diverse range of area arts and culture workers.*

**Expected Hours:** Approximately 5-10 hours per month (as decided by ambassador cohort), beginning January '22 through event completion (May '23). One Ambassador intro meeting to be held winter 2022/23.

**Collaborates with:** Ambassador cohort, ABBA staff, EDI consultant, ABBA advisory members, and various local arts leaders/community members.

**Location:** Planning: via Zoom. Implementation: in-person, San Francisco/Bay Area.

**Stipend: \$1,750-1,900**

### **About ABBA:**

Mission: Arts for a Better Bay Area (ABBA) is a network of artists, advocates, and supporters dedicated to building community-wide solidarity to increase support and equitable access to the arts in the Bay Area. A coalition of individuals and organizations, we inform and mobilize the arts community through community-driven action. *Since our inception, we have focused on serving underrepresented and under-resourced organizations and individuals.*

### **ABBA Convening:**

Before the Pandemic, [ABBA hosted its first annual convening](#), a half-day event that brought together hundreds of arts workers, leaders, and officials. Its purpose was to connect, share knowledge, learn from experts in the field and inspire and celebrate. A secondary goal for the event was to build an expansive arts and culture network and initiate longevity in connection to help unify the sector to advocate and continue sharing knowledge and support.

In developing, producing, and hosting this event, we want to ensure inclusive practices are cast into the foundation of all we build. The event ambassador roles should help us lift up and support these key goals. This collaborative approach will help participants and attendees feel welcomed, safe, and respected.

### **About this position:**

As a Community Event Ambassador, you will help us develop strategies to engage participants that represent the diverse array of arts and culture workers in our field (arts medium/practice, race, gender identity, sexual orientation, age..etc.) – This will allow us to serve better and represent the diverse sector, as participants will understand the event/s are created with various communities' needs and interests in mind.



We are looking for ambassadors who are excited about this work and will be on board to collaboratively help design and plan the direction of the overall event. Duties can also include community engagement to reach out to potential leaders and event participants and invite or involve your respective communities as you can. Additional responsibilities will include event production and post-event review and evaluation. Ultimately, ambassadors will set the course and plan to build successful events that equitably serve and connect area arts and culture workers.

This is a contracted, part-time, temporary role that is well suited for someone looking to broaden their experience in community leadership, event planning, and communications and more deeply connect with and serve area arts workers, officials and advocates.

### **Responsibilities:**

#### **1. Event Design and Collaboration**

- a. Develop and assist in community engagement to learn what the community wants in an annual arts event
- b. Realizing, informing, and designing overall event plan in collaboration with Ambassadors and the ABBA team, including:
  - i. Event components
  - ii. Location
  - iii. Timing
  - iv. Potential event partners and participants

#### **2. Community Engagement/ Marketing**

- a. Inform and assist in developing event branding details
- b. Inform and assist in developing branding materials and media
- c. Assist and lead engagement with community leaders and members to participate in the event
- d. Assist in developing and implementing social media campaigns
- e. Assist in engagement and marketing to invite and inform the community

#### **3. Event Production**

- a. Inform and assist in developing and implementing the event's experience
  - i. Correspondence with event partners and participants to prep them for the event
  - ii. Correspondence with potential technical vendors and support individuals
  - iii. Day of event support and communications with event participants and volunteers

#### **4. Evaluation**

- a. Participate in post-event meeting to share feedback on event impact, fulfilling event goals and planning effectiveness; consider improvements for next year's event.

**Timeline & Current Key Dates:**

- November-December '22: Application & Interviews
- December '22-Jan '23: Initial onboarding & introductory meeting
- Jan-Feb '23: Community input, date & location selection
- March-April '23: Event planning, marketing, event production, community engagement
- May '23: Event
- May '23: Evaluation

**This job may be a fit for you if you:**

- Have access to a computer and Internet
- Are an arts and culture advocate/arts lover
- Enjoy event production, development
- Are creative
- Want to increase equity and equitable resources in the arts
- Are passionate about building an arts network, unifying voice in support of arts/culture and increasing arts resources
- Are Interested in arts/culture policy
- Are interested in engaging with local arts workers and leaders

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**Instructions on how to apply:**

To apply, please email us at [info@betterbayarea.org](mailto:info@betterbayarea.org) - include in your email 2-3 sentences on each of the following details:

1. Briefly describe how you identify within the arts: are you an artist, arts administrator, advocate, or worker? What is your experience and background in the arts and culture sector?
2. Why are you interested in the role of being an event Ambassador?
3. What experience do you have in hosting and planning events?

Voluntary: Feel free to attach up to three files that support or showcase your artistry/event experience. This is to get a better glance into who you are and what you do. Examples of Support Materials include: photos or videos of past projects/current works, resume, CV, event materials you were involved in, or other materials that tell us more about you and your experiences.

**Thank you.**