



# Food Bank Ambassador

## Core Purpose

A voluntary food bank ambassador champions the services impact, shares uplifting stories, gathers community insight, strengthens relationships, and raises local awareness, ensuring the food bank remains visible, trusted, and responsive to need.

## Key Responsibilities

### Communicate Impact

- Presenting impact updates to local groups, churches, schools and businesses.
- Supporting social media or newsletter content highlighting key statistics and milestones.

### Gather Community Feedback

- Conducting informal conversations with community residents and partner agencies.
- Distributing and collating feedback forms or short surveys.
- Feeding insights back the service coordinator to inform service development.
- Identifying unmet needs or emerging trends within the community.

### Promote Positive Messaging

- Challenging misconceptions and misinformation about food banks through factual, compassionate communication.
- Representing the food bank at local events with clear, consistent messaging.
- Encouraging community residents to share supportive stories and experiences.

### Maintain Visibility

- Building relationships with local organisations, faith groups and businesses.
- Supporting awareness campaigns and seasonal appeals.
- Organising your local promotion and food donation collection events.
- Helping secure speaking opportunities or media coverage.
- Promoting volunteering and donation opportunities within the community.

## Significance of the Role

- Strengthens the link between the food bank and the wider community.
- Builds trust, credibility and sustained support from donors, partners and funders.
- Ensures services remain responsive by elevating lived experience and community feedback.
- Protects dignity and challenges stigma through positive, accurate messaging.
- Safeguards the organisation's reputation and public confidence.
- Expands visibility to attract volunteers, donations and strategic partnerships.
- Contributes directly to the sustainability and long-term capacity of the food bank.

## Impact of the Role

- Increased public understanding of the food bank's purpose, outcomes and community value.
- Stronger trust and confidence among donors, partners and service users.
- Improved service quality through informed changes based on community feedback.
- Reduced stigma surrounding food bank use.
- Greater community engagement and advocacy.
- Growth in volunteer recruitment and retention.
- Increased donations and local partnerships.
- Enhanced organisational resilience and long-term sustainability.

## Time Commitment

This is a **FLEXIBLE** Volunteering role has **no set hours or minimum time commitment**.

## Location

South Derbyshire District

## Skills Required

There are **no specific qualifications or prior experience required** for this role. However, it will be of advantageous if you have:

- **Strong communication skills** – clearly explaining ideas, listening to community feedback, and building positive relationships with diverse groups.
- **Relationship building** – creating trust and maintaining connections with community members, partners, and stakeholders.
- **Organisation and time management** – coordinating events, managing tasks, and responding to enquiries efficiently.
- **Cultural awareness and empathy** – understanding different backgrounds and perspectives to support an inclusive community.
- **Problem-solving and initiative** – identifying community needs and taking proactive steps to support and improve engagement.

## General Expectations

- Be punctual, reliable and committed.
- Maintain a friendly and positive attitude.
- Respect confidentiality and the dignity of all.
- Have good listening and communication skills.
- To be respectful, non-judgemental and committed to Equality, Diversity and Inclusion.
- To establish and work within the agreed boundaries of the role.
- To understand and work within SDCVS policies and procedures, including Confidentiality, Equality, Diversity and Inclusion, Safeguarding, and Personal Safety.

## Safer Recruitment

In line with our Safer Recruitment practice you will be required to undertake a **Basic Level Disclosure and Barring Services (DBS) Records Check**.

## Application and Onboarding

**Step 1** - We'll send you an **application form** to complete. As part of your application, we'll ask you to provide us with details for **two people we can contact to obtain a personal character reference (these need to be people you have known for 2 or more years and not family members)**. You will also need to present or send us copies of **two ID documents for us to verify your identity and address**.

**Step 2** - A **telephone call** with the relevant Service Coordinator will be arranged to explain more about the specific volunteer role.

**Step 3** - Once approved, we will take you through the onboarding process, which will involve **induction, role specific training (where necessary)**, and **completion of a DBS check** (which we will arrange and pay for). Finally you will be required to sign a **volunteer agreement** and **confidentiality statement**.

## Training and Support

A comprehensive induction and additional learning and development (where identified) shall be provided to all volunteers prior to and during your volunteering.

Volunteers are also given the opportunity to attend regular support and development sessions with the designated Service Coordinator.