

Sharewear Clothing Scheme: Volunteer Community Ambassador

Improving everyday life by enabling access to free, appropriate clothing to those in need.

Role Purpose

Volunteer Ambassadors help raise awareness of clothing poverty, champion the charity's mission in their communities, and inspire others to get involved. They act as positive, informed representatives of the organisation — sharing our story, ethos, and impact with warmth, confidence, and compassion. Working alongside the wider staff and volunteer team they help to promote the social and environmental impact of our work seeking to extend awareness and engagement.

Ambassadors are essential in helping us reach people we could never reach alone.

Key Responsibilities

- Represent the charity publicly at a variety of community events, such as talks, school sessions, and local networks.
- Share our message clearly and confidently, helping people understand clothing poverty and how they can help.
- Promote donation opportunities, including clothing drives, fundraising activities, and volunteering.
- Support awareness campaigns by distributing materials, sharing content, and encouraging community engagement.
- To signpost any possible new referral partners or outreach organisations, or sensitive enquiries to the staff team.
- Have an awareness of the corporate opportunities Sharewear provides, such as ReLived and Brand Clothing donations, connecting any possible leads with the Fundraising and Development Manager.
- Feed back insights from the community to help improve our services.
- Model our values — dignity, compassion, hope, and community.
- Represent the charity safely by maintaining appropriate boundaries and sharing any safeguarding concerns with staff.

Skills and Qualities

- Passionate about tackling clothing poverty.
- Passionate about clothing circularity principles and keeping good clothing in use.
- Comfortable representing the charity's values and messaging.
- Good communication and listening skills.
- Warm, friendly, and confident speaking with people.
- Reliable, proactive, and able to work independently.
- Respectful of confidentiality and safeguarding principles.
- Able to travel locally for events.

Time Commitment

Flexible — typically 2–4 hours per month, depending on events and opportunities. Ambassadors can choose activities that suit their availability and strengths.

Support and Training Provided

- Full induction and role briefing
- Training on clothing poverty, our services, and our impact
- Access to branded materials and key messages
- Guidance on safe representation, boundaries, and signposting
- Ongoing support from the staff team
- Opportunities to connect with other Ambassadors and volunteers