

Sharewear Clothing Scheme: Volunteer Digital 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

- Use your digital platforms — such as Instagram, TikTok, YouTube, LinkedIn, or blogs — to amplify Sharewear's message and raise awareness of clothing poverty.
- Share content, campaigns, and key messages to help extend our reach to new audiences.
- Create your own posts, stories, or videos (where comfortable) that highlight our work, impact, and values.
- Promote opportunities for people to get involved, including donating clothing, fundraising, or following our channels.
- Help spotlight the environmental impact of clothing circularity and why keeping good clothing in use matters.
- Signpost any sensitive enquiries, media requests, or partnership opportunities to the staff team.
- Model our values — dignity, compassion, hope, and community — in all digital interactions.

Skills and Qualities

- Passionate about tackling clothing poverty.
- Passionate about clothing circularity principles and keeping good clothing in use.
- Comfortable sharing content publicly.
- Able to communicate clearly, positively, and in a way that aligns with our values.
- Creative and authentic in your digital voice.
- Reliable in sharing content when opportunities arise (no fixed schedule required).

Time Commitment

Very flexible — typically occasional posting, depending on campaigns and opportunities. Digital Ambassadors choose when and how they share content.

Support and Training Provided

- Full induction and role briefing
- Training on clothing poverty, our services, and our impact
- Access to approved messaging, hashtags, and digital assets
- Opportunities to collaborate on campaigns or digital moments