

PHILMONT AMBASSADOR POSITION DESCRIPTION

OVERVIEW

Philmont Ambassadors are integral part of the Philmont Team. The primary goal of the Ambassador is to attract participants to the Philmont Training Center and Philmont Scout Ranch from their home councils. This goal is to be achieved through one on one contacts as well as presentations and displays at unit, district, and council level events. Ambassadors are typically the council's experts on the Philmont Training Center and Philmont Scout Ranch and provide an invaluable service in promoting opportunities at both the Philmont Training Center and Philmont Scout Ranch. Ambassadors are also tasked with encouraging Scouters to attend appropriate training courses at Philmont Training Center and assisting units, as requested, that are considering or planning a trek to Philmont Scout Ranch.

APPOINTMENT OF AMBASSADORS

Each council typically has between one and three Ambassadors, although larger councils may have more. To be considered for an appointment as a Philmont Ambassador, Scouters must submit an application to the Philmont Training Center Director. Appointments of Ambassadors will be made by the Philmont Training Center Director with the approval of the applicant's local Scout Executive. To be appointed an Ambassador, applicants must have attended at least one PTC Conference, served on a PTC faculty, participated in one Philmont Trek, or served on Philmont staff within five (5) years of submitting the Ambassador Application.

Exceptions may be made at the sole discretion of the Philmont Training Center Director.

TENURE

Ambassadors are appointed for an initial period of three years. Upon their request, and approval of their local Scout Executive, Ambassadors may be reappointed for additional three-year periods contingent upon their substantially meeting the Performance Goals, set forth below.

PERFORMANCE GOALS

- Actively promote Philmont Training Center and Philmont Scout Ranch both (verbally and by the distribution of marketing materials) in their home council by participating in local events (such as camporees, roundtables, Scout nights, Scout shows, training courses, etc.).
- To maintain active status, Ambassadors must make at least four Philmont promotions at the unit, district, council, or NST (if the NST event is in the Ambassador's home council) level per year and report each promotion made electronically via the Ambassador Presentation Report page on the Philmont website. Promotions, as used in this performance goal, includes table top displays, verbal presentations to five or more people, preparing articles for council or district newsletters, and presentations in webinars. Ambassador conversations promoting Philmont with a single individual or small group of individuals (less than five) do not count as a promotion.
- While promoting all aspects of Philmont is important, Ambassador's promotional efforts should mainly focus on Philmont Training Center Conferences, including NAYLE and PLC, Individual Opportunities at Philmont Scout Ranch, i.e., STEM, Rayado, OA Trail Crew, etc., and Philmont's Second Season, i.e., Autumn and Winter Adventures.
- Remain current on Philmont Training Center Conferences and Philmont Scout Ranch programs by periodically reviewing information on the Philmont website and participating in annual webinars (either live or by reviewing them on the Philmont website).
- In councils with multiple Ambassadors, coordinate with the other Ambassadors from your council to ensure that one or more Philmont Ambassadors attend most major District and Council events.
- During each three-year term as an Ambassador, attend at least one Philmont Ambassadors Seminar or participate in a Philmont Training Center Conference or Philmont Scout Ranch Trek.

SUPPORT FROM PHILMONT

- Provide marketing materials and videos to support promotion at events.
- Provide newsletters emailed to Ambassadors in addition to electronic updates as needed.
- Conduct webinars for training and updates of Philmont Training Center and Philmont Scout Ranch programs.
- Maintain an up-to-date website with current Philmont Training Center and Philmont Scout Ranch information.
- Maintain a recognition program for Ambassadors who demonstrate exemplary service to the Philmont Training Center and Philmont Scout Ranch.