



## CW Brand Ambassador

Department: [Marketing](#)  
Location: [Nationwide](#)  
Reports to: [Director of Marketing](#)  
Status: [Brand Ambassador](#) ▾

---

### About Childcare Worldwide

Childcare Worldwide exists to fulfill the Great Commission by sharing the Gospel with children and helping them reach their God-given potential. Through our church-based Life Centers in Uganda, Kenya, Peru, and India, children experience Christ's love, build lifelong friendships, and grow spiritually and physically in a supportive, faith-filled community.

For over 40 years, our Life Centers and sponsorship model have empowered children to thrive, equipping them with the hope of the Gospel and tools to live purposeful lives.

At Childcare Worldwide, We Are:

- Christ-Centered: The Gospel is at the core of everything we do.
- Relational: We prioritize people, leading with empathy and respect.
- Trustworthy: We act with integrity and transparency in every area.
- Agile & Innovative: We adapt, solve problems, and move forward with creativity.
- Purposeful & Intentional: Every action supports our mission to serve children.

### Role Overview

The Brand Ambassador represents Childcare Worldwide (CW) by sharing our mission and inspiring others to sponsor children or support Life Center Memberships. This role is ideal for dynamic communicators who are active in churches, conferences, ministry circles, or other community spaces.

As a Brand Ambassador, you operate independently, choosing your own schedule, creating opportunities within your existing networks, and using CW's messaging and resources to promote child sponsorships. You may also choose to participate in CW-identified opportunities, but you are not obligated or expected to do so.

This is not a staff position. Rather, it's a flexible, outreach-driven partnership that supports our mission while allowing you to earn based on performance.

## Key Responsibilities

1. Public Presentations & Donor Engagement (60%)
  - Represent CW's mission with clarity and passion in churches, community groups, conferences, schools, and other partner venues.
  - Present the value of Child Sponsorship (\$42/month) and Life Center Membership (\$25/month) in a way that inspires long-term donor commitments.
  - Use ministry stories, Proof of Impact (POI) content, and multimedia, provided by or developed in collaboration with the Marketing and POI teams, to support presentations.
  - Set up display tables, manage sponsorship packets, and engage attendees at events; may work independently or with occasional support depending on event size and staffing.
  - Follow up with leads post-event to complete commitments or continue relationships, ensuring all data is recorded securely and accurately in the designated CRM system, with training provided as needed.
2. Church & Community Partnership Development (20%)
  - Leverage your existing connections to schedule speaking opportunities or sponsorship Sundays.
  - Build relationships with pastors, ministry leaders, and key volunteers to foster long-term support.
  - Identify new churches or community groups aligned with CW's mission, particularly those focused on global outreach or children's ministry.
3. Reporting & Administration (10%)
  - Submit summary reports after each event, including leads, outcomes, and observations.
  - Maintain accurate records of new sponsorships and event activity.
4. Orientation & Support (10%)
  - Participate in the initial orientation session and review onboarding materials to understand CW's mission, branding, and messaging guidelines.
  - Maintain familiarity with CW's current campaigns, sponsorship processes, and mission priorities.
  - Provide informal feedback to CW's development and marketing team to help improve strategies and resources.

## Compensation & Terms

- This is a Brand Ambassador partnership, not an employee or contractor role.
- Compensation is performance-based. Brand Ambassadors earn a flat rate for each new sponsorship or Life Center Membership generated through their outreach.
- No employee benefits or hourly wages are provided.
- Pre-approved travel or outreach-related expenses may be reimbursed in alignment with CW's reimbursement policy.
- CW provides all promotional materials, training, sponsorship packets, and digital support tools.
- You are responsible for managing your schedule, outreach activities, and logistics.

## Must Haves

### Spiritual and Cultural Fit

- Committed Christian with a growing relationship with Jesus Christ.
- Agreement with CW's statement of faith and mission.
- Comfortable praying with others and speaking about faith in public settings.

### Professional Competencies

- Strong public speaking and storytelling ability.
- Experience in ministry, nonprofit fundraising, education, or outreach preferred.
- Self-starter with the ability to schedule events, manage travel, and handle logistics.
- Familiarity with Google Workspace and basic digital tools.
- Organized and accountable in tracking outcomes.

### Other Requirements

- Valid driver's license and reliable transportation.
- Ability to lift up to 30 lbs (materials/display equipment).
- Willingness to travel regionally, including weekends as needed.