



# Area/Zone Ambassador

## Purpose

As the ASE's goodwill ambassador to build a friendly and productive relationship between the ASE and the assigned Senate Area so that both understand what is happening in the other's organisation & region and that the ASE's purposes are achieved.

## Summary of Role

To develop 2 way communication between the ASE and the assigned area's Senators via the Area Senate President & their team, the National Senate Presidents and direct with Senators so that

- The area's Senators understand what the ASE is doing for European Senators and to support JCI in Europe
- The ASE understands what the assigned area is doing for its Senators at area and national level
- The ASE understands the challenges facing the assigned Senate area and gives support if appropriate
- The ASE understand their relationship with JCI and how they collaborate especially on Area and World congresses to meet Senators needs
- Areas of co-operation through the Joint Boards or directly are identified, discussed and passed on to the ASE Board.
- Best practice is shared between areas
- The ASE understands how the area organisation operates.

## Key Duties & Responsibilities

- On appointment complete an Area Ambassador's Report (see template) and update before each ASE board meeting & when a new Area Senate President/Chairman takes office
- Create or collect a 'Who's Who' of the Senate within the area & distribute to the ASE board
- Introduce the Incoming ASE Board to the Area Senate
- Attend Senate and JCI events & functions as widely as possible in your assigned area so that you meet Senators from most countries & states in the assigned area
- Contribute to social media activities, the European Senate magazine (ESM) and other communication channels
- Ensure major Senate events within the area are listed as soon as possible in the ESM events list and the ASE web site
- Ensure that the Honorary Secretary and the Editor have contact details for all key Senators in the Area so that others who need them have access when required.
- Identify joint interests and understand any concerns the assigned area has about the relationship with JCI and the 'Senate Expectations' agreement
- Assist with implementation and monitoring of areas of co-operation
- Identify Best Practice that could be shared with the ASE
- Share Best Practice special from the ASE that could be beneficial to the assigned area
- Share ASE projects & initiatives and seek support where appropriate
- Make sure Senators in the area are aware of the ESM and how to subscribe.

### Areas

- ASAME - Africa
- ASAC - Americas
- ASPAC - Asia
- US & Canada

# ASE Role Description

### ASE Purpose:-

- To promote friendship amongst JCI Senators
- To maintain and encourage the formation of contacts among them
- To help create national groups of JCI Senators
- Whenever possible to assist organisers of multinational JCI conferences in arranging special programmes for JCI Senators
- To provide support to LOM and NOM members of JCI whenever it is sought
- To encourage greater participation of members in the activities of the Association