

## Brand Ambassador Job Description

Policy 1.4.1.7  
Revised: 10/2022

EC Reviewed and Approved: 28/02/2023

**Title of the position:** Brand Ambassador

**Summary:** The Brand Ambassador is a member of the EDTNA/ERCA and is responsible for the liaising between the Association and the Members of her/his country.  
The Brand Ambassador is in charge of the implementation and continuous reinforcement of the EDTNA/ERCA's Brand Mission in her/his country, which includes commitment to deliver the best standard of care, treatment and support for patients and their families.

**Responsible to:** The President of EDTNA/ERCA.

**Appointed by:** The President, after a proposal from EDTNA/ERCA Members and approval of the Executive Committee (EC).  
In case of more than one application for the position, the EC will select the suitable person after interviewing all candidates.

**Term:** The term of office is for a period of three (3) years starting from 1<sup>st</sup> September to 31<sup>st</sup> August. Based on the results of her/his Annual Activity Review the post holder may stay for an additional three (3) year term according to the recommendation of the Brand Ambassador EC Link, if no interest is shown in the position by another Member.  
After the second term will be completed, BA vacancy for the country will be advertised on the EDTNA/ERCA webpage. Information should be published one month before the end of the term of BA. If the BA shows interest to continue for an additional term she/he has to apply for the position. All candidates will go through the regular application process. The president can decide to end term early at her/his discretion.

**Duration:** Upon resignation, the Brand Ambassador will give six (6) months notice and propose a new Brand Ambassador for her/his country to the Brand Ambassador EC Link before leaving the post.

**Minimum Criteria:** Be a current Member or Lifetime Member at all times during her/his term of office.

**Recommended Qualifications:** Ideal candidate qualifications include:

- Have at least two years' experience in renal care and work in the renal field whilst in post
- Ability to communicate in writing and orally in the English language

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- Experience in administration and organisation
- Ability to use modern office productivity software including word processing, spreadsheet and graphic presentation applications (specifically Microsoft Word, Excel and PowerPoint).

### Responsibilities & Special Duties:

The Brand Ambassador will:

- Promote awareness and pride of EDTNA/ERCA and its undisputed commitment to outstanding patient support.
- Reinforce EDTNA/ERCA as a trust-worthy, sustainable and reliable Association.
- Be formally responsible to act as a link on a national level between the Members, EC and other officially appointed persons of EDTNA/ERCA.
- Be able to meet fully with the position, the rights and duties of the post, ideally without having other obligations within the Association and have the ability to devote discretionary time to fulfil the obligations as Brand Ambassador. Additional commitments in a national association should not be a hindrance to fulfilling the Brand Ambassador duties.
- Head a team of link members from units in her/his own country, thereby providing a pathway for dissemination of information to units in that country.
- Be responsible for organising annual seminars, workshops or study days in her/his country, at least once per year.
- Be responsible for translating promotional or educational materials developed by the EC and/or Scientific Board into her/his language
- Be responsible for the translation of surveys or questionnaires issued on behalf of EDTNA/ERCA upon request of the Brand Ambassador EC Link.
- Provide content to the Brand Ambassador landing page of the EDTNA/ERCA Website. The reports should be sent to the EDTNA/ERCA BA EC-link for content implementation.
- Keep the Newsletter Editor regularly updated, at least annually, with articles of interest from her/his country.
- Provide leadership to Volunteers wishing to become active in the Association and support and encourage Members to participate in research projects.
- Ensure that all correspondence to her/his designated committee is written on official headed paper in the corporate style and all official PowerPoint presentations follow the corporate style.

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**It is the responsibility of the Brand Ambassador to meet these EDTNA/ERCA objectives on a national level:**

- Increase membership
- Distribute public relation material for the EDTNA/ERCA at any national event she/he attends
- As a representative of EDTNA/ERCA, attend National Meetings and Conferences and organise the EDTNA/ERCA Booth if sponsorship is available.
- Manage general correspondence
- Remind lapsed Members to renew membership
- Follow the Association's sustainable approach during her/his activities at the national level.

**It is the responsibility of the Brand Ambassador to act as an information link. The Brand Ambassador will be expected to:**

- Send information to Members as required, at least every quarter
- Reply to requests promptly within 72 hrs
- Respond to questionnaires as required
- Act as an international contact person for the country
- Inform related national association and the local industry about EDTNA/ERCA activities.

**Communication:** The Brand Ambassador will:

- Communicate with the Brand Ambassador EC Link at least once a month.
- Reply to emails within 72 hours.
- Use electronic communication (with its numerous advantages) as the preferred way of communication.
- Disseminate EDTNA/ERCA activities by the use of social media.

**Reporting:** The Brand Ambassador will:

- Submit an annual activity plan outlining activities planned for the year.
- Submit annually an activity report for inclusion in the Annual Report and/or on the Website. Deadline and specifics for each year's report will be sent to the Brand Ambassador well in advance.

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### Meetings:

The Brand Ambassador is expected to:

- Attend all official Brand Ambassador and Volunteer meetings at the International Conference.
- Participate actively in all Brand Ambassador online meetings and calls.

**The Brand Ambassador is also expected to provide help and support at the Annual Conference by:**

- Participating in abstract and poster evaluation
- Chairing sessions where appropriate
- Preparing, chairing and evaluating the Country Meeting when organised, as well as sending short minutes to the Brand Ambassador Executive Committee Link and the Newsletter Editor. She/he is also responsible for obtaining sponsorship for the National Scholarship Awards given at this meeting.
- Preparing the Brand Ambassador activity poster.
- Attending Volunteer meetings and briefings as advised, as well as Industry Plenary Session, Opening Ceremony, Annual General Meeting and Closing Ceremony.
- Manning the EDTNA/ERCA booth during the Conference.
- Being involved in any other duties requested by the President.
- The Brand Ambassador is entitled to have the registration fee waived to attend the Annual Conference. To earn the remaining benefits such as travelling costs, hotel accommodation and possible social events the Brand Ambassador will need to complete the Annual Activity Review for all activities achieved and recommended by the Brand Ambassadors EC Link. The final decision will be made by the EC.

### Data

#### Regulations:

The Brand Ambassador must adhere to the rules and bear in mind that:

- It is not allowed to create and store EDTNA/ERCA personal data sets on own computer, laptop and mobile or on devices at work.
- It is mandatory to delete data after use and to get updated data set from the Secretariat for new use.
- It is compulsory to report deletion of data after handover.
- If member data are requested for BA communication it is required to get once per year a new personal data set related to Members of own country.

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- Upon resignation, to delete all personal data of Members / others received from the Association.