



POSITION DESCRIPTION

AMBASSADOR PROGRAM MANAGER

Job Title	Ambassador Program Manager
Reports to	Community Director
Relates to	<ul style="list-style-type: none"> • R U OK? Community Portfolio • Lived experience networks • Community Stakeholders • R U OK? Events and Administration, Marketing & PR portfolios
Type of position	Permanent - Full Time
Location	Barangaroo, Sydney (hybrid office / work from home)
Qualifications and Experience required	<ul style="list-style-type: none"> • At least three (3) years' experience in program development. • Program development experience within the not-for-profit sector (preferred). • Tertiary qualifications in community services, counselling, sociology or a related field (welcomed). • Experience working with lived-experience networks. • Experience in training facilitation, resource delivery and/or impact evaluation. • Experience coordinating community activities or events (welcomed). • Experience working with program funders (welcomed). • Strong written and verbal communication skills, including presentation and relationship-building. • Ability to connect with and support a diverse range of stakeholders, including Aboriginal and Torres Strait Islanders, Multicultural and Multifaith, LGBTIQ and other priority communities. • Demonstrated ability to listen deeply and respond sensitively to lived-experience stories — including distressing or traumatic content — while maintaining personal wellbeing and healthy boundaries. • Strong organisational, administrative and project management skills with excellent attention to detail. • Ability to plan, prioritise and meet deadlines in a fast-paced environment. • Commitment to high-quality outcomes, continuous improvement and alignment with strategic priorities. • Proficient in Microsoft Office 365 and CRM platforms (Salesforce preferred).
Other requirements	<ul style="list-style-type: none"> • A high degree of flexibility during peak campaign periods. • Willingness to travel within Australia (up to one week at a time, up to four weeks per year) including participation in the National Conversation Convoy. • A commitment to suicide prevention and mental health promotion or understanding of mental health and the suicide prevention landscape.

	<ul style="list-style-type: none"> • Successful completion of a police and working with children check.
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Primary Purpose

The Community Ambassador Program Manager is responsible for managing, strengthening and growing the R U OK? Ambassador Program — a national network of around 100 trained and highly valued volunteers who generously share their insights, lived experience and stories of hope to help spread the R U OK? message year-round.

Success in this role means delivering a structured and strategically aligned program that meets community needs, supports ambassadors in their outreach, and upholds safe and best-practice processes and frameworks. The role ensures ambassadors are equipped, supported and matched to appropriate opportunities, with their wellbeing, skills and interests at the core.

The position includes liaison with community event organisers, matching ambassadors to speaking and attendance requests, and maintaining high-quality communication with ambassadors and hosts, especially during peak periods such as R U OK?Day. The role oversees planning, reporting and evaluation tools that maintain program quality, demonstrate impact and meet funding and organisational requirements.

Key Performance Indicators	Measures
Growth and Maintenance of the Ambassador Program	<ul style="list-style-type: none"> • Number of ambassadors recruited, inducted and trained. • Ongoing ambassador engagement and retention. • Feedback from ambassadors and community event hosts.
Program Delivery	<ul style="list-style-type: none"> • Identification of gaps and opportunities for ambassador recruitment. • Safe and thorough induction processes delivered. • High-quality training, information sessions and webinars developed and delivered. • Clear demonstration of ambassador engagement. • Visible promotion of support and wellbeing services for ambassadors.
Community Representation and Event Engagement	<ul style="list-style-type: none"> • Number and diversity (geographic/demographic) of ambassadors participating in events. • Integration of ambassadors into mental health and suicide-prevention initiatives where invited.

Program Evaluation and Evidence Base	<ul style="list-style-type: none"> • Short, medium and long-term outcomes evaluated with positive results. • Clear links between program direction and organisational impact measures. • Contribution to research and/or evidence-building activities where appropriate.
Customer Service Culture	<ul style="list-style-type: none"> • Positive feedback from external stakeholders, ambassadors and internal team members
Responsiveness and Flexibility	<ul style="list-style-type: none"> • Timely response to enquiries, ideas and direction. • Effective engagement with community stakeholders across a wide range of topics. • Consistent adherence to deadlines.
Initiative and Innovation	<ul style="list-style-type: none"> • Demonstrated initiative to enhance the Ambassador Program. • Identification and pursuit of new opportunities. • Contribution to continual improvement and adoption of new technologies or efficiencies.

Remuneration and Conditions

- Permanent full-time employment agreement
- Salary commensurate with the successful applicant's skills and experience
- Ability to Salary Package
- Right to work in Australia, successful Police and Working with Children Check
- Extended leave provisions including loyalty leave
- Commencing February/March 2026