



Surface Design Association
Area Representative & Ambassador Job Descriptions

Area SDA Representative

- **Represents** members at the state, multi-state, provincial or country (international) level
- Is an SDA member who is organized, a good communicator and comfortable with technology. Is a good “sales person” for SDA – helps spread the word.
- **Will undertake monthly or bimonthly email communications with members.** This can take whatever form the rep wants – it need not be long. Two examples:
 - Short E-newsletter format that could highlight state/local news, new members, a member profile, events and any important messages. For most Area Representatives, this is currently done with the help of an SDA staff member using Constant Contact email marketing.
 - State SDA Blog: with an email to members to solicit information or announce an updated blog post. Blogs work best when posts occur at least monthly, if not weekly.
- **Helps grow membership.** Welcomes new members (list is provided monthly). Follows up with members who have not renewed. Finds a way to communicate with those without email.
- **Helps select Ambassadors** to assist with state events, exhibits, blogs, etc.
The Area Representative-Ambassador mix should be seen as a team effort. On the one hand, a Rep should be inclusive and encourage volunteerism, but the Representative should also do what’s in the best interest of members and the SDA as a whole. Because the Area Representative safeguards the reputation and well being of SDA and its members, she has the ultimate authority for the makeup of her team as well as for decisions on any projects in her region.
- **Advises & mentors local Ambassadors.** Provides Ambassadors with names of new members in their areas. Makes Swatch Library or other resources available to Ambassadors by contacting SDA Director of Membership, membership@sufacedesign.org. Helps problem-solve potential events.

- **Knowledgeable about SDA membership resources.** Is responsive to members' requests. Help sign off on SDA Small Event Grants or other SDA member benefits that members may initiate. (Representatives do not have to initiate grants unless they want to.)
- **Maintains accurate financial data** and reports it, if applicable. Financial guidelines provide more details.
- **Works with other Area Representatives** if two or more states are in a partnership.
- **Is mentored by and reports to the SDA Director of Representatives.** Together, they will develop a to-do list and an informal emailed "annual report" that is under one page in length. Representatives are included in a yahoo email discussion group with other Reps. Any concerns or ideas may be brought to the Director of Representatives.
- **Attends the national biennial** conference at a slight reduction in fees. Arranges for a substitute if not attending.
- **Enjoys the friendship** and networking a group of like-minded fiber artist provides and the knowledge that she is contributing to field of fiber art as well as its future.
- **Submits a written resignation** to the Director of Representatives if no longer interested in continuing as an Area Rep. Helps to locate a new Area Rep if possible and turns over any pertinent files to that person.

Ambassador's Job Description

- **Supports the Area Representative as a team player.** The Area Representative has the final say in the makeup of the state level team of Representative and Ambassadors and will work towards the best interest of SDA.
- **All proposals and projects initiated by an Ambassador must have the approval of the Area Representative.** Because the Area Representative safeguards the reputation and well being of SDA and its members, she has the ultimate authority for decision-making on projects in her region.
- **Works with Area Representative to funnel news and events to her.** The Area Representative is the organizational contact person and will create regular email communication with state/provincial members.
- **May be a contact person** for a local fiber art/SDA group.

- **May help with local** event or exhibit
- **Networks** with other Ambassadors.
- **Is enthusiastic about SDA** as well as a good “on the ground” communicator
- **Enjoys the friendship and networking** that a group of like-minded fiber artists provides, and the knowledge that she is contributing to field of fiber art as well as its future.
- **Submits a written resignation** to the Area Representative if no longer interested in continuing as an Ambassador. Turns over any pertinent files to her Rep.

Ideas? Much is possible.

Contact information:

Director of Representatives, representative@surfacedesign.org