



ChooseHair Ambassador Roles 2021

Becky Candy – Social Media Coordinator

To organize social media events. ie, Clubhouse, Facebook Live, Instagram Live. Ensure each ambassador is assigned a role for the event.

Phillippa Gigg- News Letter Editor

Monthly newsletter provide content to Donna on the previous month's achievements, future events encouraging salons to become members. Collect details throughout the month.

Karollina Saunders – Advertising Producer

Collaborate with Club Star member to create adverts for the campaign.

Donna O'Donnaugh- Secretary

Maintain Mail Chimp database. Send out monthly newsletter to salons and careers advisers.

Charmaine Cox – Teacher/ School enrolment

Liaise with teacher and career advisers on social media to gain details to add to the ChooseHair database. Answer teacher questions and direct them to the ChooseHair Facebook page or website.

Jo Robertson – Sponsor communications / Industry media

Work with Emma to create material our sponsors can use for their salons. Develop initiatives to gain awareness through sponsors

Heather Robertson – Salon enquiries/ recruitment

Communicate with salons that would like to have more information and encourage them to become a ChooseHair Member.

Marleen Lamont – Fundraising

Create fun fundraising initiatives to enable ChooseHair to pay for advertising outside of the industry to parents, teachers, and students. To enable us to have materials such as marketing stands and promotional material.

Jo Gardiner- Education Liaison

To advice ChooseHair ambassadors on school procedures and policies. Help develop the teacher program to deliver in schools.