

All of Us Research Program

Student Engagement Ambassador- Job Description

Job Summary:

Student Engagement Ambassadors spread awareness about Precision Medicine, the All of Us Program and the importance of collecting a diverse set of health data from individuals who have not been represented in research before. They do this education and awareness building through a variety of social media campaigns, presentations, live events (when safe), “shout outs” potential campus-wide events, programs, and initiatives. These may include the creation of other innovative activities designed by individual ambassadors or teams.

Essential Functions:

	Describe Essential Functions	Approx. % of Time
1.	<p>Overall Position Functions/Duties:</p> <p>The Student Engagement Ambassador (SEA) will share and promote the All of Us Campus Program in order to recruit underrepresented college aged students and expand representation within the All of Us Research Program. SEA’s will create a work plan that includes strategies to engage students in the All of Us Program. These weekly strategies will include utilizing social media templates provided by All of Us, the creation of a personal experience as it relates to precision medicine and why it’s important. Plan and implement a conference/online event and/or presentations each week to share details about the All of Us Program and other potential opportunities as they arise.</p> <p>Presentation and Outreach Strategies include:</p> <ul style="list-style-type: none">• Building Relationships with staff, faculty and students on campus.• Outreach to campus staff to inform and schedule presentations about the All of Us Campus Program.• Preparing and delivering presentations weekly• Following up with participants• Tracking activities such as email, social media interactions, direct messages and other forms of communications to share with Program Managers.	70%
2.	<p>Workload and Assignments:</p> <p>The SEA will manage workload/assignments effectively, and accomplish goals set by the Campus Program Manager. SEA’s will work with Campus Program Manager to connect to campus staff and faculty and</p>	10%

	identify opportunities of engagement. SEA's will be a contributor of ideas, act as a partner in helping to implement and improve the All of Us Campus Program by sharing ideas, successes and challenges and participating in All of Us meetings.	
3.	<p>SEA Measurement of Success:</p> <p>Measuring success of the SEA's will include reporting of quality meaningful engagements and tracking time that folks are engaged in quality conversations and relationships that result in enrollment in the All of Us Research Program using the URL www.joinallofus.com/students.</p> <p>Quality Conversations</p> <ul style="list-style-type: none"> • Meaningful in-person, telephone or virtual conversations with students/classmates/social media followers. • "Meaningful" means that through the conversation the SEA was able to deliver a CTA (call to action) or key program messaging • Quality conversations <u>do not mean ANY</u> conversation that was had. • Quality conversations numbers include quality conversations had in person or online. <p>Engagement of participants include:</p> <ul style="list-style-type: none"> • People that joined an All of Us in person or virtual event • People that engaged with an All of Us student or program ambassador and were personally given or engaged with program materials (virtual presentation, social media post, program flier can be counted as engaged). 	10%
4.	<p>Communications & Marketing:</p> <p>Support the All of Us Campus Program communications and marketing teams. Work with the Campus Program Manager to connect to communications staff to find new opportunities to utilize campus communication efforts to engage students.</p>	5%
5.	<p>Other:</p> <p>Student Engagement Ambassador(s) with participate in monthly meeting/training opportunities that build skills and provide opportunities to share ideas to enhance the All of Us Campus Program experience and success.</p>	5%
		100%

