

Spark & Co. - Community Ambassadors

The purpose of our Community Ambassadors is to create content that reaches and engages Spark and Co. users from various backgrounds and walks of life. We're looking for people who can speak to and about the real, lived experience of people of colour in the UK; both the challenges and realities as well as the joys and hopes.

Spark and Co. is a community led platform. Our users are the heart of everything we do.

Guidelines for content

All content should link back to Spark's mission

Our mission is to provide information, resources or connections that help our users make informed choices & improve lives.

The goal is always to enable users to access resources and tools - anything that is tangible and helps them improve their quality of life (how they feel) or standard of living (income / physical resources).

Tip: think about how this content contributes to Spark and Co.'s mission.

Content needs evidence based.

Content can be based on:

- Lived experiences or
- Academic knowledge
- Professional / work expertise

We are evidence based - whether this evidence is anecdotal, draws on research, scientific findings, or on expert knowledge.

We look to feature a range of people who have expertise, whether that's through their work, education or lived experiences.

Tip: be clear about your expertise in both your pitch and the content itself, whenever possible.

There are three potential goals for community ambassador content:

- It drives traffic to the website
- It builds our social media following & engagement

- It supports an offline activity we are doing

Tip: When you are pitching, include which of the goals you are supporting and how.

Content needs to be intersectional & inclusive

Spark and Co. is intersectional. We provide content and support that is inclusive of people from all genders, faiths, backgrounds and walks of life.

We tailor our information and services to for multiple identities, ethnicities and intersections of people that fall under the “BAME” umbrella.

We do not share content that:

- Excludes one group of people or their experiences
- Promotes one faith or religious belief over another
- Promotes or supports one political party or political belief
- Petitions, campaigns, lobbying materials (unless there is a clear, specific and relevant reason to for our audience)

Pitch to us

If you have read the above and want to create content for us, send us 100 words and let us know:

- What content you'd like to create
- What it's key messages will be
- Why you'd like to be the one to create it

Questions to ask yourself when pitching:

- Does this content share education or knowledge?
- Is the key message in line with Spark and Co.'s mission?
- What expertise am I bringing to this?
- Which goal will this content help achieve?
- Is this content inclusive and intersectional?
- Will a user / reader know what to do or where to go next?

Email zo@sparkandco.co.uk with your pitch or for more information.