



The Daily Mile Ambassador – Volunteer Role Description

Role Title:	Daily Mile Ambassador
Location:	Wicklow and Kildare area
Reports to:	The Daily Mile Ambassador Lead
Time Commitment:	Approx. 2–4 hours per month (flexible)
Duration:	12 months (with opportunity to renew)

Role Purpose

To inspire, support, and grow The Daily Mile movement by helping schools implement the initiative effectively and inclusively. Ambassadors act as local champions who promote The Daily Mile's physical, social, and mental wellbeing benefits for children.

Key Responsibilities

- **School Support & Activation**
 - Support schools in signing up for and launching The Daily Mile.
 - Provide practical advice and encouragement for school staff.
 - Promote the initiative's core principles (15 minutes, no change of clothes, every child, every day).
- **Community Engagement**
 - Promote The Daily Mile at local education events, wellbeing days, or through local sports partnerships.
 - Share success stories from local schools.
- **Content & Storytelling**
 - Capture photos, quotes, and positive feedback (with permission) to share with the national Daily Mile team via digital toolkit.
 - Contribute to newsletters, blogs, or social media when possible.
 - Promote a School Champion within the classrooms.
- **Champion Inclusion**
 - Advocate for schools in underserved or underrepresented communities to take part. Deis Schools
 - Encourage inclusivity—The Daily Mile is for *every child*, regardless of background or ability.



-  **Feedback & Reporting**
 - Keep in touch with your Regional Coordinator.
 - Share updates and insights from the schools you support.
- **Safeguarding & Compliance**
 - All Daily Mile Ambassadors must adhere to safeguarding and child protection policies.
 - Ambassadors will not be responsible for supervising children and will engage with schools in line with agreed protocols.

Ideal Candidate Profile

We're looking for people who are:

- Passionate about children's health and wellbeing
- Friendly, supportive, and a great communicator, organised and reliable
- Self motivated and confident working with schools or educators
- Experienced in education, sport, health promotion, or volunteering (not essential)
- Member of a local athletic club

What You'll Receive

- Access to The Daily Mile resources, templates and branded materials
- Ongoing support from the national team or regional leads
- Opportunities to attend ambassador meet-ups (virtual or in-person)
- Recognition of your contribution (e.g., certificates, social media shoutouts)
- Specific The Daily Mile - merchandise (branded kit)

How to Apply

If you're interested in becoming a Daily Mile Ambassador, please complete online link here:

[The Daily Mile Volunteer Programme - Expression of Interest – Fill out form](#)

For more information, check out The Daily Mile website: [Home | The Daily Mile](#)

For more information, please contact Valerie on valerieobrien@athleticsireland.ie

Each successful ambassador will be allocated travel, sustenance expenses as per agreement.