



**DIGITAL SKILLS**

... AUTHORITY ...



# AMBASSADORS INFORMATION

[digitalskillsauthority.org](https://digitalskillsauthority.org)



# A Warm Welcome

**Thank you for registering with us and joining our team. We are excited to have you on board and look forward to working together to promote digital skills worldwide.**

As a Skills Ambassador, you are now a vital part of the Digital Skills Authority Team. Our organization collaborates with corporate, human resource, learning development and talent teams at Government ministries, Fortune 500 companies, blue-chip organizations, SMEs, and start-ups internationally. We focus on upskilling the global workforce and supporting leaders, and their teams, in business, e-commerce, employee development, IT, marketing and recruitment decision-making.

Your role as a Skills Ambassador involves using your social media and communication skills to promote our e-learning programs in your country or region. We encourage you to reach out to your own network, professionals, and small business owners to raise awareness about the following programs from The Certificate in Online Business Series, targeting individual subscribers only:

- **COB Certified E-Business Manager:** Suitable for business owners, business analysts, IT professionals and project managers.
- **COB Certified E-Commerce Manager:** Tailored for retail and e-commerce retail consultants and store owners.
- **COB Certified Manager Bootcamp:** A comprehensive program combining all three courses, targeting small business owners and heads of online.
- **COB Certified Web Merchandiser:** Suitable for retail and sales assistants, sales consultants, and web merchandisers.
- **COB Certified Content Strategist:** Tailored for authors, content developers and publishers.
- **COB Certified Web Writer:** Designed for bloggers, copywriters and publishing assistants.
- Further opportunities in the future.



## Your responsibilities as a Skills Ambassador include:

- Reaching out to individuals your country or region, on social networks and inviting them to subscribe to relevant e-learning courses. You will be provided with a unique trackable, link and code, allowing customers to access partially sponsored e-learning using your code.
- Posting about e-learning opportunities on your social media profiles and sending emails to your network, using your unique link and code.
- Adding your role at Digital Skills Authority to your LinkedIn profile, highlighting your involvement as a Skills Ambassador.
- Sharing and liking social media posts from Digital Skills Authority.

By fulfilling these responsibilities, you will contribute to the growth of our e-learning programs and help individuals gain valuable skills in digital business and marketing.

Once again, welcome to the Digital Skills Authority Ambassador Program. Your commitment and dedication to promoting digital skills is appreciated. Together we can make an incredible impact. If you have any questions or need support, please do not hesitate to reach out to our team.

**Welcome to our Skills Ambassador Programme and thank you for registering with us. We look forward to working with you.**





Email from Digital Skills Authority



Register and sign agreement



Digital Skills Authority accept registration



Access marketing materials



Add 'Skills Ambassador' to LinkedIn



Start promoting



Monitor Progress on Dashboard

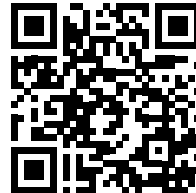
## How it works

Login to the Digital Skills Authority Portal at [portal.digitalskillsauthority.org](https://portal.digitalskillsauthority.org) to see news updates about our courses, get fresh ideas, hear about our events, and download the latest range of banners and materials for you to post onto social media and promote the courses.

You will be provided with your own account dashboard within our Learning Management System, which provides your unique links and code and calculates payments amounts.

You can access your account via our portal or directly via [ecourses.digitalskillsauthority.org](https://ecourses.digitalskillsauthority.org) or scan the QR code below and head directly there.

You will be paid monthly by PayPal on or around the 5<sup>th</sup> of the month, for the period up to the 20<sup>th</sup> of the previous month.





## Social Media and Email

We recommend generating subscribers for courses by email and social media posts. Suggested open and close copy for an email is as follows.

*Hi ....*

*I am a Skills Ambassador for Digital Skills Authority. I am reaching out to introduce you to our internationally recognized certification programs in digital business. We are offering part-sponsored e-learning programs. I thought you or a colleague may be interested in the following program:*

*If you have any questions or would like to discuss further, I can provide you with a special link and code, which will apply the sponsorship amount.*

*Companies where staff have taken advantage of subscriptions include airlines, banks, Chambers of Commerce, Government Ministry's and global brands that include: Axa, House of Fraser, Huawei, Mars, P&G, Three and many more. We have several endorsements to share.*

*Thank you  
Kindest Regards*

*Skills Ambassador  
Digital Skills Authority*

When you login to the Portal on [ecourses.digitalskillsauthority.org](https://ecourses.digitalskillsauthority.org) you will be able to choose which copy and visual you would like to use for your social media posts. We recommend posting on Tuesday, Wednesday, Thursday and/or Saturday. From experience, these are optimal days. There will be new visuals, key messages and #hashtags each month for you to choose from.

## Incentives

Working in collaboration with Digital Skills Authority present a range of enticing incentives for individuals. These incentives include:

**Commissions:** By sharing your unique code, you have the opportunity to earn commissions (between \$80 and \$100) for each person who subscribes using your code. This system allows you to receive financial rewards for each successful referral you generate.

**Prestigious Awards:** As a participant, you may also vie for the esteemed title of "Skills Ambassador of the Year." This coveted accolade recognizes individuals who have demonstrated dedication and impact as a Skills Ambassador, elevating their standing and reputation within industry.

By engaging with Digital Skills Authority, you not only have the potential to earn financial rewards but have the chance to be acknowledged and celebrated for your valuable contributions.



# Code of Conduct

By becoming an Ambassador of Digital Skills Authority, you are agreeing to the below Code of Conduct for our organization.

A Skills Ambassador, representing the Digital Skills Authority, will be committed to upholding the highest standards of professionalism, respect, and integrity. The following code of conduct outlines the behavior and expectations that guide interactions as a representative of the organization:

## **Professionalism and Politeness:**

A Skills Ambassador will consistently maintain a professional demeanor and interact with others in a polite and respectful manner understanding that conduct reflects directly on the Digital Skills Authority and I will strive to uphold its positive reputation.

## **Language and Communication:**

A Skills Ambassador will refrain from using foul language, racial slurs, hate speech, or any form of derogatory language in the understanding that effective communication involves clarity, respect, and professionalism, and communication is in a manner that promotes understanding and collaboration.

## **Sexual Harassment and Discrimination:**

A Skills Ambassador will not engage in any form of sexual harassment, discrimination, or offensive behavior towards individuals based on their gender, race, ethnicity, religion, sexual orientation, disability, or any other protected characteristic and is committed to fostering an inclusive and welcoming environment for all.

## **Political Activism:**

A Skills Ambassador will not engage in over-political activism while representing the Digital Skills Authority in recognition of the importance of neutrality in my role as a Skills Ambassador and will focus on promoting digital skills and the organization's mission without engaging in partisan activities or expressing personal political opinions.

## **Positive Language and Client Relations:**

A Skills Ambassador will always use positive and constructive language when communicating with clients, companies, and stakeholders in understanding the importance of maintaining good relationships and will avoid any negative or derogatory remarks that may harm the reputation of our clients or the Digital Skills Authority.

## **Compliance and Reporting:**

A Skills Ambassador will adhere to all applicable laws, regulations, and policies governing the Digital Skills Authority's operations. Any violations or breaches of this code of conduct, and will promptly report them to the appropriate channels within the organization.

By abiding by this code of conduct, a Skills Ambassador will commit to representing the Digital Skills Authority in a professional and responsible manner. Any violation of this code will result in my participation in the program being revoked along with all benefits.



## Contact Details

If you have any queries, please contact the Digital Skills Authority Team via the email address below.

[Ambassadors@digitalskillsauthority.org](mailto:Ambassadors@digitalskillsauthority.org)