

## Spark Spanish Ambassador's Profile

Welcome to the Spark Spanish Ambassador profile. Here you will find all the information you need to promote Spark Spanish Courses and programmes.

### **Can I be a Spark Ambassador?**

Spark Ambassadors must be motivated and dynamic individuals with an entrepreneurial instinct and a desire to gain experience in sales. A passion for the Spanish language is a bonus as is being a past Spark student. Individuals must be willing to dedicate a minimum of 9 months to the project.

### **How are Ambassadors chosen?**

Most Ambassadors will be selected due to past connections with Spark, especially being past interns or work experience. All other applicants must apply online via this form > [http://sparklanguages.formstack.com/forms/spark\\_application](http://sparklanguages.formstack.com/forms/spark_application) . Successful applications will then be selected based on: strength of application, potential we see in their market area (country, university etc...) and existing Ambassadors we have covering that market niche.

### **What exactly will I do as an Ambassador?**

As an Ambassador you will be responsible for representing and promoting Spark Spanish in your chosen area with the intention of generating more sales for Spark. The first and foremost most important thing to take in as an Ambassador is that what you do and how much (or little you do) is dependent on you. Below is a list of the work we would expect a Spark Ambassador to carry out:

### **Ongoing Promotional Requirements**

- **Local Marketing:** Promoting Spark Spanish around your University or place of work, in your local area including at schools and colleges as well as any relevant businesses in order to generate more sales for Spark. Any lead which start with you would earn you commission. You will be provided with promotional material you need and any necessary resources but we would expect you to be creative, organised and decisive.
- **Blogging Spark:** Writing minimum a blog of interest every week to direct traffic into Spark's product pages, be that on Spark Spanish's or Spanishschooltours's web. Unless otherwise indicated you would decide the blog post content but it must be appropriate for the target market and should redirect into product pages. These posts would normally be in the mother tongue of the student but also English and Spanish of course are suitable.
- **Social Networking:** Posting and forwarding any posts on Spark Spanish's social network pages and in particular Facebook, Twitter and Youtube. Being an ongoing active presence on spark social network's liking posting and sharing where relevant. Interacting positively with current and past student where useful.
- **Basic Spark Translations:** Translation of any Spark material into mother tongue language to help promote Spark courses. The Ambassador would normally determine what is needed but also Spark may ask for some basic translations to be done now and again.
- **Ambassador Lead Recommendation:** at times Spark may pass client leads where someone is asking for a recommendation or to meet in person. In this case the Ambassador would be required to deal with lead quickly and effectively, or immediately indicate to Spark if not possible. A small commission would be paid on a successful lead.

- **Researching Opportunities:** We aim to attract students and schools (junior groups) from around the world to learn Spanish with us here at Spark Spanish. If you are aware of any opportunities for promoting Spark abroad or of any funds, grants or scholarships in particular countries which may benefit Spark by gaining accreditation, we would like you to find further details and let us know.

### Ongoing Work Management Requirements

- **Work Flow Communication:** Man a user on our “observation” work flow system, checking for new tasks and communicating how things are going and asking for assistance and materials as required. Do this minimally once a week and ideally more often.
- **Monthly Report:** Send Spark a monthly update on what you have done. A short report indicating what tasks you managed to do and what you believe you achieved and most importantly stating an ideas for new things to do next month. Unless otherwise indicated this would be 200-300 word update in a seguimiento in the observation system, although Spark reserves right to ask for more info and for a different format if needs require it. Spark on occasions may also ask to speak about the report on the phone.
- **Closing Report:** 800-1000 words at the end of the year cycle or close up of the Ambassador tasks. Summarising what you did, achieved and learned and giving tips for Spark on what further action to do and also handy information for any future Ambassador to know. Spark would talk through the report with the Ambassador.

### Possible Promotional Actions<sup>1</sup>

- **Assisting Spark at events:** This is if we are intending to visit an event or conference in your local area and we believe having seen your work that you will be a great asset by being present and working alongside us.
- **Representing Spark at events:** Attending any events that you have identified and recommended to Spark. We will first have to approve this but we like to encourage you to use your initiative and propose exciting ideas to us.

Any candidate doing these events would be paid 50€ per day which can be put towards a Spark course<sup>2</sup>. All expenses, like: travel to, accommodation and food during work time would be covered by Spark.

### What benefits will I receive?

The first and most important benefit that an Ambassador gets is an opportunity to prove their skills in sales and marketing role, especially great for someone young studying these subjects, or interested in doing so or just wishing to gain some extra experience in these fields. The contact Ambassadors gets with experienced SparkSpanish staff is invaluable in helping the candidate establish good work habits and a self development attitude, the benefits of establishing the latter should never be under estimated. Added to this is the opportunity to improve one’s Spanish and

<sup>1</sup> Both Spark and the Ambassador can propose to do these and then each can judge them on case by case basis, the ambassador on whether they can participate and Spark on whether we can go ahead with the idea if proposed by the Ambassador. All these tasks would be in addition standard ones so “additional payment” in kind would be provided as stated above.

<sup>2</sup> Payment for helping in these events can not only be made in “Spark credit” which is why the Ambassador can choose or not to do them.

gain valuable work experience that can strengthen the Ambassador's c.v., especially considering a full reference would be provided reflecting the candidate's work performance and responsibility.

We also believe our Ambassadors should be rewarded for the success they achieve in their role, which is why we have the following incentive system put in place.

- For every lead that Ambassador passed on that became a sale, the Ambassador would receive a performance commission. Also for any school lead that showed some interest the candidate would also receive a small finders fee. For any agent lead, that become a partner, the Ambassador would also receive a commission<sup>3</sup>. Spark would deal with the sales follow up but candidate would be responsible for having found the lead and helped in the initial stages of getting the lead interested, before passing over to Spark. The performance commission would work as follows:

Programme <sup>4</sup>	Lead Fee <sup>5</sup> for weeks of study
Adult Courses	25€ 1 week course, 50€ <sup>6</sup> 2-5 weeks, 100€ 5-10 weeks, 200€ +10 weeks <sup>7</sup>
School, Junior Groups	Quality Lead Passed on = 50€, School Group Buys Trip= 100€ if -10 students, 200€ if 10-20, 300€ 20+
Adult Group	As above but no fee for lead.
Summer Camp	75€ per 2 week camp, 150€ 4 week camp (only residence)
Agent Finding Fee	100€ if agent works with us and we judge a good agent.
Other Programmes <sup>8</sup>	Judged case by case. Consult us as needed.

- All Ambassadors who successfully carry out their responsibilities for a min 9 month period could choose to receive one of the following:
  - 1. a [2 week work experience](#)<sup>9</sup> programme with accommodation on shared basis.
  - 2. a 1 week [General Spanish course](#)<sup>10</sup> and accommodation on shared basis.
  - 3. 1 week stay in a single ensuite room.
  - All accommodation provided in [Sparkville Residence](#).

In both options 1+2, the Ambassador can upgrade to a single room for a small fee. Also in options 1+2 the Ambassador would be free to bring a friend with them who would ONLY need to pay for the

<sup>3</sup> With agents, Spark reserves the right to judge whether the agent is an interesting partner, i.e. one likely to send Spark a lead, and if deemed not no commission would be paid.

<sup>4</sup> To receive the commission in money form the Ambassador must have registered [free lance status](#) (link is to how to do this in UK, you'll need to find out for your country) and be able to issue an invoice. Otherwise payment will be made in purchases, for example Spark would purchase a flight or product for the Ambassador for apx equivalent commission rate. Another common usage would be purchasing a longer stay at Spark. Payment is always to € value.

<sup>5</sup> If Spark already had follow up with the lead, Spark reserves right to decide whether fair or not to pay the Ambassador this fee.

<sup>6</sup> The Ambassador would not get a commission if the candidate was also using the 50€ discount they received as past student.

<sup>7</sup> If student is not also staying in Spark accommodation then commission is half of the total. This also goes for the work experience programme.

<sup>8</sup> Each "other programme" being promoted should be double-checked with Spark responsible.

<sup>9</sup> They should check dates with Spark as we need to confirm your level would be running during a specific week and that the accomodation were available. We can not gurantee availability for a specific period so ambassadors are required to have several options.

<sup>10</sup> Same as point 2.

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course as long as they shared a room with the ambassador. In option 3 the Ambassador could bring a friend with them and just pay the small difference between single and double room. An ambassador could add on extra weeks for half of the total price of a normal student as long as these were booked ahead of time.

- All successful Ambassadors would receive a work reference stating their responsibilities and performance.

### **How will Spark Spanish support me?**

We will contact you before becoming an Ambassador in order to get to know you better and understand how we can support you in the best way possible. As you know we are based in Spain but Spark representatives are regularly travelling around the world which might provide the opportunity for you to meet us and ask any questions you have as well as collecting any Spark Spanish promotional material that may be of use to you. We will also be available to online chat or Skype call with you during your time as an Ambassador in order to answer any questions you may have<sup>11</sup>. Also the Spark Ambassador responsible will provide a short monthly feedback on how you are doing after the monthly report has been received. Also a final feedback will be done when the ambassador ends the programme.

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<sup>11</sup> If we believe from having reviewed your regular records that you are not fully committed to being a Spark Spanish Ambassador, we do retain the right to withdraw your position as an Ambassador, we will cancel our offer of a free course with us and we will ensure that any outstanding commission payments are made.