

Call for Bozar Young Ambassadors: Join the Cultural Movement!

2023-2024

Bozar is thrilled to announce the launch of the Young Ambassadors program. We are seeking 6 enthusiastic and passionate young digital natives, aged 16 to 26, to become advocates for arts and culture and help shape the future of Belgium's cultural scene.

About the Programme

As a Bozar Young Ambassador, you will have the opportunity to promote and share your passion for arts and culture among young communities. By joining our programme, you will gain access to exclusive events, behind-the-scenes experiences, and networking opportunities with fellow ambassadors and professionals in the arts and culture sector. Together, we will engage with a younger audience, inspire connections, and create meaningful content that resonates both intellectually and emotionally.

Who Are We Looking For

We are seeking young individuals, whether they are students, young professionals, artists, or cultural enthusiasts, with a strong desire to engage with diverse art forms and disciplines. You have to be willing to introduce young communities to different artistic experiences. We value creativity, open-mindedness, and a dedication to promoting cultural awareness and appreciation.

What's in it for you

Free admission: Become an ambassador and enjoy free access to our events and exhibitions for an entire year. Immerse yourself in a wide range of artistic experiences and explore the richness of our cultural offerings.

Access to exclusive events: You will have the chance to attend exclusive events and previews of exhibitions, gaining insider knowledge and experiences that are not available to the general public.

Professional development: Being a Bozar Young Ambassador will enable you to develop skills in communication, event planning, and networking, which can be valuable for a career in the arts and culture sector. Expand your horizons and grow both personally and professionally.

Networking opportunities: Connect with other like-minded young individuals as well as professionals in the arts and culture sector, expanding your network and fostering new collaborations. Build relationships that will last a lifetime.

Recognition: Bozar Young Ambassadors will be acknowledged as advocates for Bozar and its programs, adding value to your resume or portfolio.

Bozar

What's in it for Bozar

With the Young Ambassador program, Bozar aims to increase awareness and engagement with Bozar's artistic programs dedicated to younger audiences. Through the young ambassadors we want to grow our addressable young audience, reaching them on the platforms they are most active on, and increase overall youth attendance.

Join us on this exciting journey to foster a vibrant and diverse experience. Together, we will inspire, engage, and make a lasting impact on the next generation of arts and culture enthusiasts.

Apply now and become a Bozar Young Ambassador!

Timeline	
Call for application	16 Aug. '23
Submission deadline:	25 Aug. '23
Notification of interviews:	28 Aug. '23
Notifications of all results:	01 Sept. '23
Kick-off meeting & photoshoot	07 Sept. '23
Kick-off event	16 Sept. '23
Closing event	June '24 (<i>exact date TBC</i>)
Dates of the Bozar Young Ambassador programme '23-'24	1 Sept. '23 – 30 June '24

Bozar

Eligibility criteria

- Applicants should be aged between 16 and 26.
- Applicants must be able to visit Bozar at different periods during 1 Sep. '23 and 30 June '24.
- Applicants must be active on social media.
- Applicants must have a passion for the (Bozar) arts and a basic cultural knowledge and curiosity for the arts.
- Applicants should have strong communication skills (verbal, written and digital), have networking abilities and should feel comfortable with the camera.
- Bozar rejects all forms of discrimination and expression that undermine the dignity of individuals. We support people with disabilities, as well as diversity of gender, religion, ethnicity or philosophical conviction. We respect the uniqueness of each and every person. Applicants should show the same inclusive spirit and reflect this in their further communication.

What do we expect from the Bozar Young Ambassador:

As a Bozar Young Ambassador your role is to immerse yourself in the world of your chosen Bozar art discipline, and transmit your passion for our artistic programme to fellow young art enthusiasts through video content posted on the Bozar channels. You'll participate in at least 5 events from the Bozar programme during the '23-'24 season, collaborating with the Bozar Young Ambassador board to finalize the promoted event selection.

For each #BYA promoted event, you'll be the face of our promotional content. You'll participate in brainstorming sessions to develop the creative concepts for this video content, lend your engaging personality to these videos, and assist us in promoting them online. You're also open to external media and press opportunities that may arise.

Your key messages to convey:

- Share your excitement about Bozar's young programme with other young people
- Highlight attractive discounts for young people (-50% for -30yrs, 2€ exhibitions on Wednesday afternoons)
- Encourage young individuals to experience the diverse offerings at Bozar

Bozar

Your main activities as a Bozar Young Ambassador encompass starring in promotional videocontent for the Bozar socials, resharing this videocontent on your own socials, and live reporting your promoted events on the Bozar Instagram stories. You'll receive a dedicated #BYA ticketing link/promo code that you'll use in every BYA communication to promote the –30 discounts.

As part of this collaboration, you'll receive a volunteer contract ensuring your involvement is protected and fair for all parties. This includes commuting compensation and free access to Bozar events. Across all BYA activities, you can expect dedicating approximately 12 hours per month to the project.

What can you expect from the program:

After you've been selected as one of our Young Ambassadors, your journey officially starts in September with a first #BYA photoshoot and brunch. This is where connections between our group are forged, and you become part of the Bozar family. During a first brainstorm session with fellow ambassadors and a cross-departmental working group you'll finetune the selection of the events you'll champion as a Bozar Young Ambassador.

The grand stage awaits during Bozar's Opening Week (13-17 September), where you will be officially introduced to the public during our Club Night (16 September), showcasing your role and program for the season.

Mark the last Thursday of each month from 17:00 to 19:00 in your calendar. These BYA meetings will be your dynamic platform to shape content and devise promotional strategies for upcoming events, because about two weeks before every event you're promoting, you'll step in front of our lens to create amazing content. As the event draws near Bozar posts the videos on its channels and your social media prowess comes to the fore. You amplify Bozar's promotional content on your platforms with cross-posts and stories while using your unique ticketing link to offer attractive discounts. When it's finally time to dive into the event you promoted, engage, interact with and enlighten young attendees, and for a captivating moment, take over Bozar's Instagram account for a live report. But above all, enjoy the event among peers and have fun!

Practicalities for the application:

To apply for the Bozar Young Ambassadors program, please follow these steps:

- Choose the ambassador profile you are interested in: classical music, non-classical music, expo, film, talk & debate, or performance.
- Present yourself through a filmed motivation letter (max. 45'), explaining why you are passionate about arts and culture and why you would make an exceptional Bozar Young Ambassador.
- Send a Reel/Tiktok format selfievideo/vlog showcasing a cultural activity of your choice, demonstrating your enthusiasm and ability to engage with the arts.
- Fill in the application form: [Application Form](#)

Deadline for the submission is 25th of August.

Selection Committee:

- All applications will be reviewed and evaluated by a jury consisting of the Bozar Young Ambassador board and artistic programmers.
- A selection of candidates will be contacted for an interview.
- The final candidates who will become the Bozar Young Ambassadors will be notified by 1st September. All applicants will get a reply from Bozar by 4th of September.

Bozar is open to the diversity of applicants without distinction of gender, religion, skin colour, nationality, sexual orientation or disability. Bozar strives to reflect the diversity of Brussels in our staff, our visitors and our collaborators. It is Bozar's policy and practice as an employer, to provide equal opportunities.

Questions:

If you have questions, please contact BYA@bozar.be For more information, visit [Bozar.be/YoungAmbassadors](https://bozar.be/YoungAmbassadors)