



National Careers Week

AMBASSADOR ROLE

#NCW2024



National Careers Week

NCW

Ambassador Role Description

Ambassadors provide their services voluntarily and are our vital 'on the ground' people who willingly give their time to advise and support a small number of schools/organisations in their locality to put on NCW activities.

- 1 To promote National Careers Week
- 2 To attend National Careers Week Ambassador briefing and training.
 - Provide suggestions for activities and resources which will support the school/organisation in celebrating NCW.
 - To use your own social media presence to promote NCW and to support the school/organisation to publicise their involvement and support for NCW.
 - To empower positive change through quality careers information and experience.
- 3 Keep simple records of their NCW activities to feed back to Lead Ambassadors

N.B. If Ambassadors wish to make face-to-face meeting arrangements with schools/organisations they do so at their own risk and should take all reasonable precautions to ensure their own safety.



Ambassador Testimonials

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As a National Careers Week Ambassador, I've loved the opportunity to work closely with a diverse group of passionate Careers Professionals, dedicated to inspiring the next generation. The team are incredibly supportive and always welcome input and suggestions on how to further develop the excellent resources and National Careers Week programme to achieve maximum impact. I've been especially proud to have collaborated on the launch of the National Careers Week Student Champion programme in the North East, now available nationally.

- Catherine Boland

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The benefits of being an NCW ambassador is quite simple. Our role gives careers work the voice it deserves and with our voice we spread awareness of the endless possibilities our young people have. Through ambassadorship, we allow them the headspace and the breathing space to make decisions. We use our sector knowledge to engage with partners to bring industries closer to the classroom. What makes this role worthwhile is hearing from the adults, once school children, who recall these encounters years later and the incredible impact it's made on their choices and success in working life. It takes a lot of effort for Careers Leaders and advisers to pull off a glowing CEIAG programme, but we must remember our purpose and continue to join forces to fight for our children's futures. This is why I am proud to be an NCW ambassador.

- Hayley De'Ath

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Joining National Careers Week as an ambassador launched me into the national conversation around careers education and guidance. The ambassador network was diverse with people working in education, in the third sector and for local authorities. As NCW ambassadors we were encouraged to take action, and to encourage and support others to take action. It was a wholly welcoming and positive space and provided the encouragement and support I needed in my professional life as I was starting out as a careers leader in a large secondary school. Being an NCW ambassador helped me to expand my network and grow in confidence.

I am very excited to see the ambassador program relaunched to bring in the next generation of professionals keen to join the national conversation and make an impact in their local area.

- Farheen Khan



Support in Carrying Out Your Duties

Readying yourself to undertake your role

- Familiarise yourself with the resources available on www.nationalcareersweek.com
- Ensure you have access to the ambassador resources area which is accessed through the menu on the NCW website. Your log in name will be your email and your password will have been sent to you in the email confirming your appointment as an Ambassador.
- - If you lose the password a new one can be obtained by contacting our IT director at ken.mccall@ncwcic.co.uk
- Encourage schools and companies you work with to use the “We’re supporting NCW” banners that are downloadable from the NCW website on their webpages and social media accounts
- Encourage use of the hashtag #NCW2024.
- Download the social media resources from the ambassador area and make use of them in your social media accounts. If you wish to use these or the email signature on your work emails or social media, please ensure that you have your employer’s agreement to do so.
- Have a look at the Ambassador map on NCW website and contact other ambassadors in your area. Some you may already know, others you may not, but NCW ambassadors are a friendly crowd and expanding your network is always a good idea.
- If you have any specific resources you feel would be useful for other ambassadors and are willing to share them, please pass them on to your lead ambassador or director for consideration to upload to resources.
- Please make sure that you have the rights to the resources, i.e. you’ve developed them yourself or you have agreement from the copyright owner to share them with us.
- If you don’t have rights to the resource but think it would be good, please again pass it on to a director but ensure they are aware we need to approach the copyright owner for permission to use.

Promoting NCW via your professional network

- Add your ambassadorship to your LinkedIn profile – this is one of the perks of volunteering!
- Ensure that you talk to your professional contacts about NCW and your role.
- You may wish to blog or email contacts to tell them.



Responding to requests for support

- It is expected that you will respond to requests for support within 48 hours but ideally within 24 hours during the working week.
- Most requests for help will require little more than an email or phone exchange which will call upon your local and professional knowledge. E.g. putting people in touch with the local CEC contact or LEP, directing people to specific NCW resources etc.
- More complex enquiries, that you feel you can't support, can be directed to your lead ambassador if you have one allocated to your area or the NCW director who directly manages you. They will respond to your enquiries ASAP but usually within 24 hours.
- As people contact you make sure you get details of what they are intending to do. Put together a list of all the activities that your contacts are putting on for NCW – ensure that these are communicated to your named director
- You may be asked to speak at local activities such as TeachMeets or CEIAG support network meetings. There is a PowerPoint to support these talks on the NCW website. However, if you're unable to respond positively to these requests, always check to see if another local ambassador can help. If not, your lead ambassador or director is your next port of call.
- Familiarise yourself with the offering from Natwest, our main sponsor and the day sponsors. Please ensure that, where appropriate, resources from these sites should be recommended to schools and colleges that you work with in your role as ambassador. Links to our sponsors can be found on the NCW website.

Using social media to spread the NCW message



Use our Twitter and Facebook header graphics on your profiles.



Add the fact that you're an Ambassador for NCW to your email signature



If you don't follow @Careersweek already, make sure you do. We are also on Facebook and Instagram.



RT good NCW tweets and share posts



Encourage schools and businesses to follow, Tweet & blog about NCW



Schedule a tweet or post daily, if you can about NCW;

- Why you are following NCW,
- Why you became an ambassador,
- What you've done to make this week careers week (working on the premise that every week can be careers week)
- Use the graphics available
- Remember to maintain a professional social media presence – what you do and say on social media reflects on NCW



www.nationalcareersweek.com



[@CareersWeek](https://twitter.com/CareersWeek)

[#NCW2024](https://twitter.com/CareersWeek)

Headline Partner:



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