

The Apprenticeship Ambassador Network

Information for employers

What is the Apprenticeship Ambassador Network?

The Apprenticeship Ambassador Network is the movement made up of employers and apprentices championing Apprenticeships to raise awareness and increase engagement to meet the needs of employers, communities and individuals across the country.

Our Apprenticeship Ambassadors are current or former apprentices who volunteers their time to inspire and inform future apprentices.

What do Young Apprentice Ambassadors do?

Apprenticeship Ambassadors use their own positive apprenticeship experience as a powerful tool for engaging and inspiring future apprentices.

- ✓ Apprenticeship Ambassadors are invited to promote apprenticeships to young people, their teachers, parents and employers through a variety of exciting events and activities.
- ✓ Apprenticeship Ambassadors will be encouraged to use social media to connect and influence different audiences, sharing the benefits of being an apprentice and a member of the Apprenticeship Ambassador Network.
- ✓ Apprenticeship Ambassadors have also found themselves presenting at awards ceremonies, speaking at the House of Commons, have been the face of national TV apprenticeship campaigns, have featured in the Times Education Supplement, and been invited to other high profile events.

Why should employers support the Apprenticeship Ambassador Network?

Hundreds of employers are seeing the benefits of their apprentices joining the Apprenticeship Ambassador Network. These include:

- Building confidence
- Developing their presentation skills
- Building your reputation in the local community as an employer of choice
- Additional press coverage
- Opportunities to represent your business at high profile events with MPs and Ministers
- Increasing diversity in the workforce by promoting your apprenticeship programmes externally and internally

How does my apprentice sign up?

We want motivated and engaged current and recent apprentices aged 18 and over to sign up to become Apprenticeship Ambassadors.

Signing up is free and quick. Following a selection process, those who are successful will become part of a regional network. They will be able to access relevant live and pre-recorded training modules and resources as well as share their story to make a real difference to the lives of future apprentices.

What commitment is my apprentice making?

By signing up, you agree to support your apprentice to join the regional network, attend live and pre-recorded training modules delivered by the Department for Education, and volunteer approximately 0.5 days per month/6 events or activities per year to support the Apprenticeship Ambassador Network.

If you think the apprentices at your organisation are suitable please encourage them to visit:

<https://www.apprenticeships.gov.uk/influencers/become-an-ambassador>