

Code of Conduct

What is the code of conduct for?

The purpose of this code of conduct is to provide a guide for apprentice ambassadors. It sets out behavioural expectations of being an ambassador and will ensure that all ambassadors maintain a professional conduct that is acceptable to other ambassadors, employers and key stakeholders.

Principles

Your ability to champion apprenticeships across the country is critical to the success and growth of the network. Your work will make a huge contribution to the reputation of apprenticeships.

All ambassadors are required to follow the key principles.

1. Honesty
2. Integrity
3. Accountability
4. Respecting others
5. Behaving professionally



As an ambassador, you will be expected to adhere to the following:

- Be friendly and welcoming with all.
- Be supportive and committed to other ambassadors.
- Respect the rights, dignity and worth of all participants regardless of age, gender, ability, race, cultural background or religious beliefs or sexual identity.
- Be aware when using social media, dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated.
- Report inappropriate behaviour or risky situations to:
Apprentice.AMBASSADOR@education.gov.uk
- Keep yourself safe.
- Always be prepared for your ambassador role. This includes taking responsibility for knowing where you are going, what time you need to be there, who to report to, what your transport/parking arrangements are and having your presentation or story ready.
- Wear your uniform or business dress depending on the event to all events, unless otherwise stated depending on the nature and profile of the event.
- Do not consume alcohol or drugs of any kind on any premises whilst representing your regional or national network.

We encourage openness at all times, you can share any concerns or complaints that you may have with: Apprentice.AMBASSADOR@education.gov.uk