

Ambassadors for Careers with Children and Young People

An exciting new initiative has been launched to support recruitment across early years, children's and young people's services, including foster care.

The initiative builds on work already underway in parts of the UK, which has had a significant impact on helping employers get the right people into the right posts at the right time - and in helping to keep them there.

The initiative is to establish a service known as *Ambassadors for Careers with Children and Young People*.

The fundamental aim of the service is to improve public awareness of work in early years and children's services as a rewarding, valuable and long term career.

- For those needing to recruit new workers into the workforce, it will raise the profile of the sector and build a pool of potential recruits who know what the work is about 'from the inside'- before committing an employer to expensive recruitment and induction processes.
- For those considering a career in early years, children's and young people's services, it provides a picture that brings the work to life and helps them make an informed choice into (or out of) the sector.



Who are Ambassadors for Careers with Children and Young People?

- *Ambassadors for Careers with Children and Young People* are people who have first-hand experience of working in the sector, through a formal or informal work role.
- They are people who are passionate about what they do and want others to understand its value and the rewards it brings
- They are people who are happy to share their own career story and learning path with those not yet working in the sector.
- They are people who are prepared to keep their own knowledge and skills up to date (with support)
- They are people who can motivate and inspire others
- They are people who themselves convey professionalism and a positive image of the sector.
- They are people who commit to the Ambassador service as a way of supporting others to consider working in early years, children's and young people's services as a positive career choice.

What do Ambassadors for Careers with Children and Young People actually do?

Ambassadors for Careers with Children and Young People go out into situations where people are seeking advice and guidance about careers - schools and colleges, job centres, careers conventions and so on.

An *Ambassador* may give a presentation to job-seekers, talk to a small group of young people, lead an interactive game or activity, facilitate a discussion around a scenario - it depends on the particular *Ambassador* and the particular event. Resources are available to support *Ambassador*.

How does the service work?

Ambassadors are enrolled into the service through their employer/agency, who commits to support their involvement. There is a central online register of *Ambassadors*, so that those who are seeking the services of an *Ambassador* can search for the right person - by geographical area, specialist experience, suitability for a particular audience, and so on. All enquiries will be channelled through the employer/agency, so that they remain in control of the service at all times.

What are the benefits for the employer/agency?

To have one or more *Ambassadors* in the workforce is to ensure a specific employer or role has a high profile in the local job market. The positive image of the *Ambassador* work often has a good impact on the employer's own recruitment as well

as for the sector as a whole, since they create a direct and personal link into the future workforce.

Ambassador work also raises an employer's profile amongst future customers and helps to build a positive reputation in the local community overall.

Wherever *Ambassadors* have been introduced, employers report greater motivation and retention amongst their workforce, as the value of their work is regularly reinforced through the *Ambassador* role. *Ambassadors* themselves often gain significant confidence and interpersonal skills through this added dimension to their work.

Inevitably, there are some costs for the employer as well as benefits. *Ambassadors* need to be supported in their role in order to be effective. But participating services regard the benefits as more than compensating for the costs they incur in supporting the *Ambassador* Service and it is proving to be a sustainable investment.

What happens next?

- An **information pack** setting out exactly what's involved for employers/agencies is available on request and includes a sign up form to nominate new *Ambassadors*.
- National infrastructure is in place including the **online registration system** and **ready made resources** to train and support *Ambassadors* in their role.

To register interest or find out more:

Please contact

sscinfo@skillsforcareanddevelopment.org.uk