



**Ambassadors**  
for careers with children  
and young people

# PRINCIPLES AND POLICIES





## PRINCIPLES AND POLICIES

### 1. Who does this document apply to?

These principles and policies are for all *Ambassadors for Careers with Children and Young People*; and their employers\* and employer partnerships signing up to the *Ambassadors for Careers with Children and Young People* initiative.

(\* Note: 'employer' in this document includes agencies supporting foster carers)

### 2. Background

The service to be known as *Ambassadors for Careers with Children and Young People* aims to support recruitment across early years, children's and young people's services in England. It builds on work already tested in parts of the UK which has been highly successful in promoting careers in social care services for people of all ages. *Ambassadors* have 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.

These principles and policies underpin the *Ambassadors for Careers with Children and Young People* service in England and are designed to provide a consistent, coordinated and sustainable approach to support *Ambassador* provision.

The work to introduce this initiative has received co-investment from the UK Commission for Employment and Skills through the Employer Investment Fund.

### 3. The aim of *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 and young people's services as a rewarding, valuable and long term career. The service seeks to achieve this by presenting a positive image of such careers, thus supporting recruitment and retention across these services.

#### 4. Key Outcomes

- To elevate the image and status of careers in early years, children's and young people's services and affirm professionalism.
- To sell the value and rewards of a career with children and young people.
- To promote career and development opportunities in the sector.
- To improve public awareness of the early years, children's and young people's sector.
- To improve awareness more specifically with a diverse range of individuals who may have skills which can enhance the sector.
- To support innovation in recruitment and retention.

#### 5. What is an *Ambassador for Careers with Children and Young People*?

An *Ambassador for Careers with Children and Young People* helps to motivate and inspire people to consider work in this sector as an attractive career path. *Ambassadors* have direct experience of the sector and provide their time to deliver services to help people better understand the sector. They share their own life and career journeys with those considering careers in the early years, children's and young people's sector.

From a first-hand perspective, they directly communicate what the early years, children's and young people's sector has to offer. *Ambassadors for Careers with Children and Young People* bring a career to life. They can take their audience inside a profession with many opportunities that are varied, challenging and rewarding.

Every *Ambassador for Careers with Children and Young People* must be linked with an employer or an employer partnership signed up to the initiative (7).

#### 6. Benefits

##### 6.1 Benefits for *Ambassadors for Careers with Children and Young People*

You will:

- Share your enthusiasm for your work.
- Raise the profile and promote positive images of careers with children and young people.
- Develop new skills and gain access to a wider network to share and learn.

##### 6.2 Benefits for employers who offer *Ambassadors for Careers with Children and Young People* services

You will:

- Reach a wider audience and support growth and change in the sector and within your organisation.
- Reduce recruitment and marketing costs.

- Gain better-informed recruits to your organisation, who stay longer.
- Raise your organisational profile in terms of the services you provide
- Raise the profile of your organisation as a quality employer.
- Help to develop a professional workforce for the future.
- Develop and motivate your staff.
- Make a positive contribution to the community.

### **6.3 Benefits for people considering career choices, and those who offer careers / employment advice or support**

**You will:**

- Receive up to date information to enable informed career choices.
- Hear personal experiences to help with decision making.
- Have the opportunity to ask questions, check understanding and find out about different routes into the early years, children's and young people's sector.

## **7. Key Principles**

### **7.1 As an *Ambassador for Careers with Children and Young People* you will:**

- Work in, or have experience of, a formal or informal service working with early years, children or young people
- Work for, or be aligned to, an employer or employer partnership which is signed up to the *Ambassadors for Careers with Children and Young People* initiative. (People who use services and carers and volunteers can be aligned to an employer or employer partnership.)
- Agree to maintain your personal development record as an *Ambassador for Careers with Children and Young People*.
- Agree to complete the initiative's 'Welcome Modules' before you start your role as an *Ambassador for Careers with Children and Young People* and to continue to develop your knowledge and skills via the Ambassadors resource bank and other methods as may be outlined by your employer.
- Agree to abide by the *Ambassadors for Careers with Children and Young People* Code of Conduct (10)
- Commit to giving some of your time to the *Ambassadors for Careers with Children and Young People* service. (The amount of time and type of activity involved can vary; please check your expected commitment with your employer.)

### **7.2 As an employer providing *Ambassadors for Careers with Children and Young People* services you will:**

- Deliver early years, children's or young people's services as a primary function of your business.

- Ensure that all of your *Ambassadors for Careers with Children and Young People* abide by the Key Principles (7.1) and the Code of Conduct (10).
- Ensure that any *Ambassadors for Careers with Children and Young People* services you provide are financially sustainable (11).
- Ensure your organisational details are kept up to date within the online register and that records of *Ambassador* activity are maintained.
- Support *Ambassadors for Careers with Children and Young People* to complete the 'Welcome Modules' before they undertake any activity and to maintain their knowledge via the resource bank and any other suitable methods.

### **7.3 As a partnership of employers providing *Ambassadors for Careers with Children and Young People* services you will:**

- Be a collective of early years, children's and young people's sector employers, each of whom delivers early years, children's and young people's services as a primary function of their business.
- Conduct the affairs of your partnership in a manner consistent with good business practice, and with the generally accepted standards of probity and good governance.
- Ensure that all of your *Ambassadors for Careers with Children and Young People* abide by the Key Principles (7.1) and the Code of Conduct (10).
- Ensure that any *Ambassadors for Careers with Children and Young People* services you provide are financially sustainable (11).
- Ensure your organisational details are kept up to date within the online register and that records of ambassador activity are maintained.
- Support *Ambassadors for Careers with Children and Young People* to complete the 'Welcome Modules' before they undertake any activity and to maintain their knowledge via the resource bank and any other suitable methods.

## **8. Key Responsibilities of *Ambassadors for Careers with Children and Young People***

- To raise the profile and status of careers in early years, children's and young people's services.
- To share experiences of working in the sector with people who may be considering a career, or with those who help others with careers/employment advice or support.
- To provide information in a non-biased way, promoting relevant resources as appropriate.
- To promote positive images of the early years, children's and young people's sector and help change any dated or negative perceptions.

## 9. *Ambassadors for Careers with Children and Young People* – Person Criteria

As an *Ambassador for Careers with Children and Young People* you should:

- Have passion and enthusiasm for the work you do.
- Have had practical experience within an early years, children's or young person's setting.
- Have the ability to act in a professional and organised manner.
- Be willing to give your time and travel within your local area (or further as agreed).
- Have a proactive approach to maintaining your skills and knowledge.
- Have good communication skills and confidence in speaking to others.
- Be non-judgemental, tolerant and committed to treating people with dignity and respect.

## 10. *Ambassadors for Careers with Children and Young People* – Code of Conduct

As an *Ambassador for Careers with Children and Young People* you commit to:

- Treat the service offered as a professional assignment.
- Behave in a manner that represents your organisation and the sector in the best possible light.
- Be punctual and give adequate notice if unable to attend any agreed activities. (The period of adequate notice should be agreed between parties delivering and receiving the service at the outset.)
- Refrain from any conduct or wrong-doing which may bring the profession into disrepute, or behave in a manner which would lead any reasonable person to question your suitability to be an *Ambassador for Careers with Children and Young People* or act as a role model. In doing this you will be expected to:
  - Use appropriate and acceptable verbal and non-verbal language.
  - Respect the rights, religious beliefs and cultural differences of individuals and uphold equal opportunities and anti-discriminatory practices.

## 11. Sustainability policy

It is recognised that *Ambassadors for Careers with Children and Young People* services can be funded and supported in many different ways. **In signing up to provide *Ambassadors* services, employers and partnerships of employers make a firm commitment that they will not provide any type of *Ambassadors* service without first ensuring that its provision is financially sustainable.** For more information on how to assess and ensure the financial sustainability of an *Ambassadors* service, please refer to the guidance about setting up and operating a service.

To reflect the true contribution of those supporting and funding a service, the term 'free' should not be used to promote or describe *Ambassadors for Careers with Children and Young People* services/events. Instead the words 'fully-funded', 'part-funded' or 'co-funded' should be used in any promotional literature or communication.

Skills for Care and Development will not arrange, handle or receive financial transactions for *Ambassadors for Careers with Children and Young People*.

## 12. Gifts and rewards

Any gifts or rewards should be part of an agreed arrangement between the *Ambassadors* service and its 'customers'. There may be occasions when individuals may wish to pass on a small token of appreciation as a thank you. All gifts and rewards should be declared to the *Ambassador for Careers with Children and Young People* employer or employer partnership. It is unacceptable to receive gifts on a regular basis, or gifts of any significant value (to an equivalent monetary value of £10.00 or more).

## 13. Services

*Ambassadors for Careers with Children and Young People* may offer some or all of the following services:

- Formal presentation
- Informal talk or discussion
- Interactive group activity
- Information stand
- Supporting a placement opportunity
- Guided workplace visits
- Publicity/media
- Other specialist services

