

South West Apprentice Ambassador Network (SW-AAN) – County Lead - Job Description

As a SW-AAN County Lead, you will be expected to demonstrate your advocacy for apprenticeships by leading the Apprentice Ambassadors (AAs) in your sub-region to contribute towards the aims of the Network. You will be supported in this by the SWAAN Coordinator and Regional AAN Chair.

Job Title	SW-AAN County Lead
Location	
Terms	Flexible (minimum 1 day per month - equivalent)
Commitment	Minimum duration of 18 months.
Remuneration	Unpaid, volunteer role. Expenses may be reimbursed with prior agreement.
About Us	SW-AAN is the South West Apprentice Ambassador Network. Each Ambassador is an apprentice aged 18 years or above. Read more here - https://amazingapprenticeships.com/yaan/what-is-the-yaan/ .
About the role	<p><u>Ambassadors</u> (support & retain role) –</p> <ul style="list-style-type: none"> Responsible for all AAs in the county & acting as first point of contact – e.g. via WhatsApp group, Mentoring support (or signposting), Social events, Networking. Be aware of active AAs - Nominating them for SW-YAAN Chair’s Award, collecting case studies for the Comms team, as appropriate. Be aware of passive YAAs - Working with those less engaged to encourage advocacy work and to re-engage them with the network or manage out of YAAN if unsuccessful. Cascade messages promptly to local AAs – e.g. from SWAAN Coordinator, SW-AAN Chair, ASK Provider and Amazing Apprenticeships via the WhatsApp group. Reinforce messages – e.g. promote activities, chase replies, encourage/maximise involvement in all activities, maintain spreadsheet of members. Attend SW-AAN activities – e.g. Leadership team meetings, quarterly meetings, regional conference. Celebrate achievements – Seek to celebrate interim results, EPA completions and formal graduations. <p><u>Advocacy</u> (schools/college engagement) –</p> <ul style="list-style-type: none"> Liaise with schools/colleges – e.g. to establish event requirements and to find suitable YAAs. Work with others to maximise AA attendance at local events – e.g. ASK Provider, SWAAN Coordinator, Comms Team & SW-AAN Chair. Occasionally take part as YAA - Typically coordinate local YAAs to attend instead. Role Model initiatives - Seek opportunities to recommend local YAAs as case studies for the Comms Team (e.g. where progressing from Kickstart/Traineeship). <p><u>Recruitment</u> (new AAs) –</p> <ul style="list-style-type: none"> Work with others to maximise AA recruitment in the county – e.g. ASK Provider, SWAAN Coordinator, Comms Team & SW-AAN Chair. Seek to grow number of AAs – Locally, across a wide range of industry sectors, and at all levels. Engage local apprentices – email/present to local apprentices via their employers and providers. Report to SW-YAAN Chair – e.g. maintain spreadsheet of local AAs.
Candidate Requirements	Apprentice Aged 18+ years Based in the relevant county Supportive employer – written evidence required
Character Requirements	<u>Ambassadors</u> (support / retain role) – <ul style="list-style-type: none"> Evidence of leadership qualities.

- Good communicator – in person and in writing.
- Enthusiastic, committed, and collaborative team player.

Advocacy (schools/college engagement) –

- Confident public speaker.
- Motivational skills.
- Passionate about apprenticeships.

Recruitment (new YAAs) –

- Experience of speaking with (senior) people outside immediate colleagues.
- Comfortable delivering and reporting results.