

## Role Overview

**A WEA Ambassador advocates the work, vision and mission of the WEA, drawing on personal experience to introduce the WEA to new people. They will particularly support our Fundraising and Campaigns work.**

**The WEA will provide support, information, and guidance where needed and work in partnership with you to raise the profile of the WEA and of adult education.**

A good Ambassador is someone who can talk informally, passionately and realistically about the challenges and rewards of studying as an adult. You will be passionate about ensuring our campaigns reach as many new audiences as possible, and that we are able to continue to fund our work across England and Scotland.

## What do Ambassadors do?

You will use your time and networks to raise the profile of the WEA by supporting our campaigns, talking to your communities about our work and letting others know the different ways to support us.

The WEA Ambassador role is designed to complement your everyday working and social activity. We aim for activities that can help you make an impact, within the time you can offer.

We will provide a variety of suggestions for how to get involved, and you can let us know what suits you, and let us know when you are available and when you aren't. In 2021 and 22 we will be developing the Ambassador role and we would appreciate everyone's input and feedback throughout this process.

There will be four Ambassador meetings a year (all on zoom) and we request Ambassadors attend or feed into at least two.

## What do we ask?

### Campaigns

- Sharing posts on social media
- Being a first set of eyes on our campaigns plans and narrative to give initial feedback
- Help us open doors to key contacts (MPs, local education contacts, key employers,)
- Write to MPs when requested
- Identifying students for case studies

### Fundraising

- Speaking at events and talking to groups in exchange for donations
- Sharing our fundraising opportunities
- Checking our fundraising ideas, and feeding back before we promote
- Introducing us to businesses who may want to support the WEA

### Other ways to get involved

- Write blog posts about elements of the WEA you're passionate about
- Support us to develop the Ambassador role
- Speak about the WEA and Adult learning at local events

## Gifts in Kind

Host a members lecture, or introduce us to hosts  
Provide prizes for raffles or auctions

## **What will we do?**

As an Ambassador you will receive information from a range of people within the WEA, getting insight into our future planning.

You will also get access to the WEA Ambassadors Network private LinkedIn group, and the opportunity to connect with other Ambassadors in a professional setting.

You will receive membership – and through this be able to access priority booking, regular email updates and our weekly lecture series

We will work in partnership with you to ensure that together, we can get adult education on the agenda and raise the WEA's profile locally, regionally and nationally.