

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. 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. WEA ambassadors often have good links into partner organisations and are role models for our aspiring students.

A good Ambassador is someone who can talk informally, passionately and realistically about the challenges and rewards of studying as an adult. The role involves contributing to the communication of WEA priorities, fundraising and supporting student recruitment.

Main Tasks

The WEA Ambassador role is designed to complement your everyday working and social activity. The role is therefore very much led by you but with support and regular interaction from us. We will provide you with information to act upon but also work with you to help you make the most of opportunities that may arise, for example by providing a WEA context and position on specific issues. As such, main tasks are likely to include:

Spreading the word about the WEA by:

- ▶ Using personal and professional networks
- ▶ Speaking at events and talking to groups through public platforms and platforms created by the WEA
- ▶ Writing for WEA and promoting WEA campaigns, messages and courses through social media
- ▶ Passing on information and networking – promoting the WEA Membership
- ▶ Introducing people to the WEA and the WEA to new people
- ▶ Helping provide stories and case studies
- ▶ Developing Partnerships



Engaging with different audiences, including:

- ▶ Potential WEA Students – encouraging more students to enrol with the WEA
- ▶ Community Organisations
- ▶ Politicians and Policy Makers (nationally, regionally and locally)
- ▶ Institutions and Professionals
- ▶ Potential partner organisations that link to the WEA priority themes

What do you gain?

As an Ambassador you will receive an induction pack (see below) and a copy of our latest Highway magazine. You will have the opportunity to promote Adult Learning and the WEA and to advance the interests of Adult Learning more widely. You will also receive regular newsletters and potentially some professional training if required.

What do we ask?

We ask you to stay in touch with the WEA and promote the issues raised in our regular campaigns.. If you have a twitter account we will send sample tweets for you to select and promote via your own twitter account. Every quarter we will invite a different WEA Ambassador to write a blog post for us. This could be centred on a specific event, like for example, International Women's Day or it could be related to WEA membership or a recent adult learning event, like the WEA Awards. We also ask that you let us know what you have achieved in the role so that we can share the excellent contributions of Ambassadors with all our stakeholders.

Regionally, there may also be events where you are invited to speak about Adult Learning. On such occasions our regional and national team will be able to support and offer help where appropriate.

What will we do?

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. On joining us as an Ambassador, you will automatically become a member of the WEA and you will receive a welcome pack which will contain:

- ▶ A welcome from CEO Ruth Spellman
- ▶ Practical information re WEA policy, expenses and intranet access
- ▶ WEA Highway magazine
- ▶ WEA Impact report

We will have quarterly calls to discuss progress and to understand how we can continue to support you in this critical role.

Personal Skills and Qualities of a WEA Ambassador

A WEA Ambassador will be operating within his/her own circles and networks, taking all opportunities to promote the work of the WEA and contribute to the on-going campaigns of the WEA. Through an Ambassador the WEA messages are passed on in a personalised way. It is this personal endorsement motivated by genuine individual enthusiasm that gives the ambassador role its effectiveness in providing immediate, live and direct communication.

We are looking for people who are:

- ▶ Passionate and knowledgeable about adult learning
- ▶ Good at communicating both online and offline
- ▶ Good at listening and responding to requests
- ▶ Able to represent the WEA and Adult Learning in a professional way
- ▶ Willing to stay up to date with relevant information and Adult Learning
- ▶ Experienced in Adult Learning or knowledgeable about complimentary sectors
- ▶ Diverse - from a variety of key communities:-
 - ▶ WEA Students
 - ▶ Charities working with adults
 - ▶ WEA volunteers
 - ▶ WEA tutors
 - ▶ Campaign Groups and Think Tanks
 - ▶ Employers
 - ▶ MPs and Political Parties
 - ▶ Other educational institutions

WEA Adult Learning
Within Reach

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The WEA is a charity registered in England and Wales (no. 1112775) and in Scotland (no. SC039239).

