

# Apprenticeship Ambassador Network

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## What is an Apprenticeship Ambassador?

The Apprenticeship Ambassadors are all employers who have recruited apprentices as part of their workforce.

They are passionate about their experiences with apprentices and are keen to promote the apprenticeship route to other employers and potential new apprentices.

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## What does an Apprenticeship Ambassador do?

- ✓ Proactively champions apprenticeships in their own networks including customers, supply chains, and trade & sector bodies
- ✓ Acts as a role model to promote and encourage the breadth and diversity within apprenticeships
- ✓ Shares experiences, knowledge and skills and talks positively and honestly about the impact an apprentice has made within your organisation – this may be through case studies, meetings and events and via social media
- ✓ Endorses apprenticeships at job fairs, skills shows and events and influences other employers about the benefits of apprenticeships
- ✓ Ambassadors volunteer to undertake their role for approximately 1 day every 3 months.

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## What support will an Apprenticeship Ambassador receive?

- Be part of a network of trusted and influential Apprenticeship Ambassadors locally as part of the wider region – expanding your own networking and peer to peer support opportunities
- Invited to an annual regional conference to share good practice, network across the regional ambassador group and hear topical speakers including Ministers.
- Promotion via our social media channels to support key messages and campaigns, e.g. National Apprenticeship Week; and showcasing your role, as both a significant employer and Apprenticeship Ambassador

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## Become an Apprenticeship Ambassador

The apprenticeship reforms have encouraged lots of new and exciting businesses and sectors to be more actively involved in apprenticeships. We want our refreshed ambassador network to reflect this dynamic.

**If you are interested in joining as an Ambassador, please contact:** [AAN.CHAIR@education.gov.uk](mailto:AAN.CHAIR@education.gov.uk)

**For more information visit:**

[gov.uk/government/groups/apprenticeship-ambassador-network](http://gov.uk/government/groups/apprenticeship-ambassador-network)



**Elizabeth Flegg, Apprenticeship  
Consultant at West Sussex County  
Council and SE AAN Chair:**

'Apprenticeships are a key part of our training, learning and development strategy at WSCC both for new recruits to the organisation and existing staff members looking to update their knowledge, skills and behaviours. We think that apprentices make a fantastic contribution to the organisation and are a talent pipeline for the future.'

As an apprentice ambassador and Chair of the SE Apprenticeship network, I am always thrilled to speak to other employers about the benefits that apprenticeships can bring to their business.'

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