

Apprenticeship Ambassador Network (AAN) National Chair

The Apprenticeship Ambassador Network is a network of engaged and committed employers and current/past apprentices in England. Members of the AAN, as volunteers, share their experiences and best practice. They act as a trusted voice to advocate and promote the programme to other employers, potential apprentices, and stakeholders.

The Network is led by a National Chair, supported by two Vice-Chairs (one from the Young Ambassador Network) and the ESFA. As well as being the figure-head of the network, they provide strategic leadership to the group helping to shape and drive the direction, and support how the network can make a difference.. They represent the Network with Government and stakeholders and partners. Further information on the Network can be found at: <https://engage.apprenticeships.gov.uk/aan>

Criteria for National AAN Chair

The National AAN Chair must reflect and demonstrate advocacy and promotion of apprenticeships as evidenced through their organisation, or as an individual that has successfully supported the programme. They must be employed within an organisation that is primarily an employer (not a provider) and have an active apprenticeship programme within their organisation. Individuals must be of a high profile within their sector and/or nationally.

Appointment

Following recommendations from the previous Chair, ESFA and nominations from the Network, an individual will be formally appointed by the ESFA. The Skills Minister being informed of the appointment.

Tenure

The individual is expected to serve at least 12 months in the role. The position will be reviewed by the ESFA every 3 years. Any additional support required to carry out the role can be discussed upon appointment.

Succession Planning

In normal circumstances, the Chair is expected to provide 3 months' notice to the ESFA should they wish to step down from their role.

The outline of the role is described in Annex 1 and the Terms of Reference for the Network is contained in Annex 2.

Annex1. Role of AAN National Chair

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| <p>Purpose/summary of role</p> | <p>To provide overall strategic lead for the AAN</p> <p>To provide visible leadership with regional members and individual ambassadors to achieve maximum support for potential and existing apprenticeship employers and apprentices</p> <p>To be the voice of the ambassadors back to ESFA in terms of how the network is working, understanding the breadth of employer views and experiences.</p> <p>To work with ESFA to find opportunities for the Ambassadors to contribute</p> <p>To represent the views and experiences of AAN members back to ESFA and Ministers</p> <p>Ensure the Network strategy and operations are aligned to the apprenticeship programme priorities</p> <p>Help in raising the profile of the Network, sharing the value and impact of the AAN and representing the Network with Government and other key stakeholders</p> |
| <p>Description of tasks/requirements</p> | <p>Lead the Network strategy and activities, working alongside the regional Chairs, Multi-Regional members and ESFA to determine how to maximise the impact of the AAN against the apprenticeship programme priorities</p> <p>Ensure the work of the network is well collated and represented into the ESFA</p> <p>Represent the Network, and members' views with the ESFA/Government and key stakeholders – ensuring Insight is adequately gathered and conveyed.</p> <p>Work with the Network and ESFA to ensure that the AAN is heavily involved and contributing to celebratory communications activities such as National Apprenticeship Week.</p> <p>Chair the annual AAN Conference. Including shaping the agenda so that it is engaging and relevant.</p> <p>Explore how the Network can complement, and work with other key organisations and stakeholders in order to ensure positive representation on the Network in the skills arena</p> |

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| | <p>Lending the weight of your employer/you as an individual to promote apprenticeships via Social Media/Networking/events and meetings with employers and stakeholders and other relevant forums.</p> <p>Participate in regular (currently weekly) meetings with the ESFA to discuss any operational and strategic updates/activities.</p> <p>Working with the vice-chairs there are several existing meetings that the Chair steers and manages:</p> <ul style="list-style-type: none"> • monthly meetings alongside 9 regional AAN Chairs to receive ESFA updates and support/represent the views of the Network. • quarterly national AAN meetings with a focus on strategic updates. • quarterly regional meetings/or quarterly multi-regional employer meetings to discuss operational network issues. • regular (currently quarterly) meetings with ESFA Senior Management to provide an update on the Network/discuss strategic steer. • ad-hoc meetings with the Skills Minister to provide an update on the Network/discuss strategic steer. |
| Time Commitment | A minimum of 1 day per month |
| Support | <p>Secretariat support from the ESFA</p> <p>Support with organising meetings</p> <p>Support in producing briefings linked to the role</p> |

Annex 2 - Terms of Reference for the AAN

The purpose of the Network

The primary aim of the AAN is to support the delivery of a high-quality apprenticeships programme. Members of the AAN will support Government in enabling employers and wider stakeholder to realise the benefits and aims of the apprenticeships programme. Specifically, AAN members through engagement with other employers and stakeholders, will align their advocacy activities with Government priorities for the Apprenticeship programme. Namely;

1. Helping to engage and promote the programme to non-Levy paying employers (specifically SMEs).
2. Promoting high *Quality* throughout the whole Apprenticeship experience.
3. Encouraging *Progression* within the programme and between Apprenticeships and other technical education/skills offers.
4. Amplify the message on the importance of *Completions* for the programme

When engaging with businesses and wider stakeholder, members are expected to promote the benefits of the apprenticeship programme.

Working Principles

Members of the AAN will also be expected to abide by the Nolan principles of public life and demonstrate the following 7 principles in their role as Apprenticeship Ambassadors;

- [Selflessness](#)
- [Integrity](#)
- [Objectivity](#)
- [Accountability](#)
- [Openness](#)
- [Honesty](#)
- [Leadership](#)

Further information on the Vision, Mission, Objectives, remit and strategy of the AAN can be found at the following link.

<https://engage.apprenticeships.gov.uk/aan>