

Position	<i>Ambassador Lead</i>
Reporting to	<i>Executive Lead and Board Member for Business Development</i>
Location	<i>Flexible</i>

Background

Women in Nuclear UK (WiN UK) was formed in early 2014 to improve diversity and increase the skills base in the nuclear industry by encouraging gender balance.

Women in Nuclear UK's mission is to address the industry's gender balance, improve the representation of women in leadership, engage with the industry, government and public on nuclear issues and support the industry with tools and information.

WiN UK's Strategic Objectives:

- **Attraction** - to encourage women to join the nuclear industry through engagement with schools, colleges, universities, appropriate youth groups and nuclear sector employers to create dialogue and raise awareness of the industry via events and communications. Also to work with national organisations to provide consultation and feedback on best practice to achieve a gender balanced workforce.
- **Retention** - to support those already in the sector with career progression through mentoring and networking.
- **Dialogue** - leading on broader engagement on diversity within the sector, but also on engaging women outside the industry in the debate on nuclear energy.
- **Industry Guidance** – development and management of the Industry Charter, engagement with Charter signatories, development of toolkits and materials to aid companies by bringing together experts and information, in a guide on best practice.

Organisation

WiN UK is governed by an Executive Board. The purpose of this board is to ensure WiN UK objectives are met in accordance with the strategic plan, to engage across the sector and to support regional teams in their delivery. Board members also represent WiN UK as ambassadors at events, through social media and networking. WiN UK Executive Board Committees deliver centralised and national WiN UK initiatives and are led by an Executive Board Member.

Please note that this is a voluntary post.

WiN UK Business Development

The WiN UK Business Development function focusses on ensuring WiN UK has the means to deliver our mission through stakeholder management of members, partners and relationships. There are 4 key areas of responsibility:

1. Membership – supporting recruitment and engagement with existing and potential WiN UK members and managing their information.
2. Ambassadors – supporting recruitment, engagement and management of WIN UK Ambassadors.

3. Sponsorships - engaging with our sponsors who provide income and support to WiN UK.
4. Partnerships - collaborating with nuclear organisations and external organisations with complementary missions. Note: this excludes government and education/NSSG engagement and which are separate WiN UK Executive Board Function.

The BD Executive Committee will also have responsibility for ensuring all WiN UK contact information (members/ambassadors/sponsors/industry) is maintained in accordance with regulations and in a way that enables us to engage and manage all contacts effectively.

Main Responsibilities

Overall: To take ownership of developing and delivering the WiN UK Ambassador strategy, ensuring alignment with the overall WiN UK strategy and objectives.

More detailed responsibilities:

- Provide strategic direction over future Ambassador plans and activities and develop a long-term ambassador growth strategy.
- Ambassador engagement:
 - To act as primary contact for WiN UK Ambassadors, answering any queries that come through via the WiN UK mailbox.
 - Ensure our WiN UK Ambassadors are engaged regularly so they can contribute to WiN UK events.
 - Support regional teams in engaging with Ambassadors.
 - Confidently communicate the opportunities for members to volunteer with WiN UK at WiN UK events, plus communicating member offerings.
- Manage creation and distribution of an “Ambassador Information Pack”.
- Work closely with other WiN UK Teams to maximise engagement and use of our WiN UK Ambassadors. For example:
 - Work with WiN UK Events Management Team to ensure Ambassadors are available to support WiN UK events and also create events that make best use of our Ambassador skillsets.
 - Work with WiN UK Marketing and Communications Team to profile WiN UK Ambassadors in our communications.
 - Work with WiN UK Membership lead to ensure WiN UK Ambassador data is captured in our membership records.
- Provide a summary on monthly Ambassadors the Executive Lead and Board Member for Business Development, to feed into the monthly Board reports.

Commitment required

- 1-2 hours per week for specific tasks/emails.
- Commitment to the role for at least one year.
- Ability to attend conferences and meetings on behalf of WiN UK as required/available.
- The role may require support to other initiatives throughout the year, including but not limited to the WiN UK annual conference.