

Ambassador Role

Age UK Gloucestershire is an independent, local charity that benefits from being part of the national Age UK network. **Our vision is for everyone to age well, their way** and together we support, educate and influence the development of a more age-friendly Gloucestershire. To achieve this we are proudly supported by a team of volunteers to help us to extend our reach across the county.

Person Specification

As an Age UK Gloucestershire volunteer Ambassador, you'll have the passion, interest and communication skills to advocate for us amongst your networks and throughout the wider Gloucestershire community. You'll possess a good understanding of our charity gained through lived experience in a previous volunteering role or as a previous colleague.

Role Overview

As one of our ambassadors, depending on your interests, experience and knowledge, you may choose to support some or all of these activities:

Raise Awareness

Drawing on your lived experience, increase awareness about the support services offered by Age UK Gloucestershire by advocating and presenting at community talks. You are invited to actively engaging with our social media posts by liking, commenting, tagging and sharing relevant content to foster good will and support from the community, further expanding our reach.

Network Advocacy

You seek to raise awareness of Age UK Gloucestershire's strategic support, educate and influence aims among your professional and personal networks which may include community groups, local businesses, statutory services and community.

PR and Media

Enhance AUKG's reputation and credibility as a trustworthy representative and influencer, contributing to the public's perception and trust of the organisation through public relations media opportunities such as interviews, events and through your personal social media platforms.

Knowledge Sharing

Be available to support staff and volunteers with achieving the charity aims by assisting with community projects.

Share knowledge, expertise with AUKG colleagues and volunteers to support with securing funding and delivering impactful projects.

As an honorary member of our team you will:

- have your role confirmed on an annual basis
- be welcomed and introduced to our CEO and Chair of Trustees
- be invited to bi-annual ambassador briefing sessions so you are kept in the AUKG loop by the Head of Fundraising & Comms
- have regular contact with the Age UK colleagues through our supporter e-communications – Age Better eBulletin
- be offered a toolkit of AUKG collateral to assist you with your advocacy
- have a direct line of communication with the Head of Fundraising & Comms
- become a part of the wider Age UK Partner Network
- be able to revoke your role should you wish to step-down at any stage.

If you are interested in this role, please email Jane Shute, Head of Fundraising & Communications with a brief summary as to why you would like to become an Ambassador along with details about your Age UK Gloucestershire lived experience:
jshute@ageukgloucestershire.org.uk