



NATIONAL BACK EXCHANGE

# **GUIDANCE ON APPOINTING AN NBE AMBASSADOR**

## **National Back Exchange (NBE) Ambassador Program:**

### **Background**

The aim of the NBE Ambassadors Programme is to promote the aims of the association as part of its public relations strategy.

Ambassadors will be selected for their high profile roles in the areas such as education, community leadership, sporting endeavours, health etc. The Ambassadors should have in common experience and commitment to the aims of the association and recognition in associated communities.

In common with other organisations, there should be no limit to the number of Ambassadors the NBE recruits. The more people who know about our association the more effective it can be in pursuing its aims and objectives. Currently we no appointed Ambassadors.

In order to prepare an ambassador for their role, we must first define their role in the association.

### **Aim of an NBE Ambassador**

To use the ambassadors talents and influence to help campaign and promote the aims of the association.

### **Roles and Responsibilities**

#### **Role of NBE Ambassadors**

The roles of the Ambassadors may be tailored to suit individual skills, schedules and aspirations. They may include the following: -

- Promote the NBE and its aims to groups including the business community, healthcare, media both nationally and internationally
- Display a certificate that identifies them as an **NBE Ambassador**
- Have NBE information packs on hand for interested parties and colleagues
- Distribute NBE marketing information (flyers etc) while networking
- Support the association to create marketing opportunities to promote the association and its members
- Write or be interviewed for the Column when time permits, based on their area of expertise and/or personal experience, to be featured in the Column and on the Website, advertising material

## **Additional opportunities for Ambassadors:**

- Add a tag line identifying them as an **NBE Ambassador**, and a link to the NBE web site, with their e-mail signature
- Attracting donations, gifts and legacies to support the association and research
- Participation in key National and International events involving professional associations, education, decision-makers, government policy-making.

## **Responsibilities**

- Personnel commitment to the aims of the association
- Not to bring the association into disrepute through their actions.
- Incur costs which have not been brought to the attention of the national executive and agreed
- Utilise their current networks and community links to advertise and raise awareness of the work of the NBE and its members.

## **Current Ambassadors**

None

## **Appointing an ambassador**

All ambassadors are appointed by full agreement of the NBE national Executive

All members of the NBE national association are eligible to put forward an individual to become an ambassador, they cannot put forward themselves.

A letter proposing appointment of an ambassador should be sent to the PRO and Membership Secretary, for them to bring to the attention of the national executive.

## **Criteria for appointment of an ambassador**

The following are recognised characterises of successful ambassadors and consideration should be given to these roles when appointing an ambassador by the national executive.

- **The seed-scattering role:** Requires a willingness to represent the organization, both formally and informally, in the ambassador's communities. Asked to be alert as "scouts," identify prospects, and pass names along for follow-up. High performers make the most of networking, often exchange business cards, and leave an informative

and engaging impression whenever the subject of the NBE and its aims arise.

- **Door-Openers:** The in-the-wings role. Requires a willingness to provide names of and information about the NBE. Asked to allow use of their names in making contacts and, in some cases, to sign introductory letters, make phone calls. High performers make the most of their address books and prove the rule it's not what you know, but who.
- **Cultivators:** The warm-up role. Requires willingness to make personal invitations. Maybe asked to host prospects for anything from elegant dinner parties to rounds of golf to breakfast at the local greasy spoon. High performers make the most of their social circles and are happy to expand them on your behalf.
- **Solicitors:** The bring-it-home role. Often accepted once fears and concerns are addressed. Requires willingness to gain commitments from individual prospects. Asked to make personal contacts, take the lead in a request, and participate in follow-up. High performers make the most of every minute with a prospect, enjoy the role, and play it somewhere between a sport and an art.

### **Nominations for an NBE Ambassador**

Information will be available on the on website and in the Column

### **Tenure of office**

Three years

### **Removal from office**

An ambassador can be if their conduct or actions brings the association into repute

### **Resources**

Not a funded office of the national executive