

## The adult social care sector needs around 1 million extra care workers by 2025...

### What is an *I Care...Ambassador*?

*I Care...Ambassadors* are enthusiastic people working in adult social care who are willing to share to their experiences with others who may not have previously considered a role within this sector. The aim of the *I Care...Ambassador* service is to help people to gain a better understanding about working in social care, dispel the negative myths which are associated with the sector and promote a wide range of different career opportunities.

### What is the role of an *I Care...Ambassador*?

As an *I Care...Ambassador* your main responsibility will be to raise the profile of working in social care, delivering one of more of the following activities on behalf of your *I Care...Ambassador* service:

- Formal presentations
- Informal talks or discussions
- Interactive group activities
- Supporting an information stand at events
- Supporting work experience placements
- Guided workplace visits
- Participate in publicity/media activities

If you feel you have other skills which will play a vital role in promoting careers in adult social care, please speak to your *I Care...Ambassador* service coordinator.



## Who benefits from the *I Care...Ambassador Service*?

The *I Care...Ambassador* service is intended to support all of the people who are affected by the future of the adult social care sector.

### How will this help me?

- It will you will develop your own confidence and skills by talking to other people in the sector.
- It will help you to expand your network of contacts.
- It can support career progression and your employer may offer incentives for undertaking this role.

### How will this help my employer?

- It will help them to raise their profile as a quality employer who invests in staff development.
- Attract more informed workers who will stay for longer.
- It will help to increase take up of care services.
- Help them to reduce future marketing and recruitment costs.
- *I Care...Ambassador* activities help to develop and motivate staff.

### How will this help those who are considering a career in adult social care?

- *I Care...Ambassador* services provide a real life perspective of what it is like to work in adult social care.
- It provides the opportunity for them to ask questions and check their understanding of the different roles in social care.
- It offers valuable and up to date information that will help them to make informed career decisions

### How will this help people who use social care services?

- They will have continuity of support by people who have the right values and skills to provide high quality care

## What support will I receive?

When you first sign up to become an *I Care...Ambassador* you will be able to access online learning modules that will help you to become familiar with the ambassador role. You will learn about the role and responsibilities of an ambassador, what resources there are to help you in your role and help you to plan your own skills development.

You will also have access to the *I Care...Ambassador* 'Resources Bank' which has a wide range of useful guidance and materials to help you deliver *I Care...Ambassador* services.

# OK – I'm interested! What's next?

Contact your local *I Care...Ambassador* service coordinator who will tell you more about what's involved and visit [www.skillsforcare.org.uk/icareambassadors](http://www.skillsforcare.org.uk/icareambassadors)

**Contact organisation:** .....

**Contact name:** .....

**Telephone:** .....

**Email address:** .....