Head of Ambassador Network (Region)

Volunteer role description

Closing date: Monday 30 November - end of day

Area of responsibility: [Region]

Head of Ambassador Network North West

Head of Ambassador Network Yorkshire & Humber

Head of Ambassador Network Midlands

Head of Ambassador Network North East

Head of Ambassador Network East Midlands

Head of Ambassador Network West Midlands

Head of Ambassador Network East of England

Head of Ambassador Network London

Head of Ambassador Network South East

Head of Ambassador Network South West

Other

Role title: Head of Ambassador Network (Region)

Time commitment: Approximately one day per month (minimum), including attendance at a one-hour monthly ABM Ambassador meeting

Term: Until September 2029, with informal check-ins throughout the term

Reporting to: Jarmila Yu, National Chair of the ABM Ambassador Network

Working with: Your team of Ambassadors, fellow Heads of the Ambassador Network and the ABM Commercial and Partnerships Team

Membership: You must be a paying ABM Affiliate Member, Member or Fellow at appointment and throughout your term

Purpose of the role

Lead ABM's volunteer Ambassador Network across the region. Reporting to Jarmila Yu, National Chair of the ABM Ambassador Network, you will take responsibility for activity in your region, recruiting, coordinating and supporting a complementary team of Ambassadors who strengthen local relationships, champion professional business mentoring and bring business insights and introductions into ABM.

Provide leadership across the whole region, sharing relationships across a team with complementary strengths and networks. Translate ABM's national priorities into local activity and create a two-way connection with national leadership. Align activity with Mayoral and Combined Authority areas and adapt coverage as devolution develops.

Recruit and lead your Ambassador team

- Agree the Ambassador team needed for the region with the National Chair and ABM team, identifying gaps in geographic reach, sectors, experience and networks.
- Lead recruitment of Ambassadors: promote the roles, identify and approach suitable and diverse candidates, and coordinate expressions of interest and selection with ABM.
- Support induction so each Ambassador understands ABM's priorities, professional standards, role expectations and processes for sharing insights and introductions.
- Agree responsibilities, maintain regular team contact and support follow-through. Ambassador roles involve approximately half a day per month; Heads contribute approximately one day per month.
- Review team coverage and engagement with the National Chair, address gaps and support further recruitment when needed.

Build relationships and share regional insight

- Coordinate a stakeholder map for the region, covering authorities, Growth Hubs, universities, business schools, Chambers and enterprise and professional bodies. Build shared coverage of priority relationships; the strategy identifies around 17 per region on average.
- Lead your team to connect, convene, champion, listen, inform and introduce strengthen relationships, promote ABM standards, gather insight on business needs and create warm introductions.
- Support agreed ABM events (at least one in the first year) and contribute to regional insight reports. Help identify university partners for a regional hub and focal point for activity.
- Share insights, ideas and introductions with the National Chair and ABM team. Help share roundtable findings with stakeholders and inform priorities for 2028.
- Attend monthly ABM Ambassador meetings and provide concise updates on recruitment, team activity, relationships, introductions, insights and support needed.

Person specification

- A credible professional with knowledge of the business support landscape in your region and relationships relevant to ABM's work.
- Experience of leading, coordinating or motivating people, with the ability to recruit and support a volunteer team.

- A commitment to practising Professional Business Mentoring, upholding ABM standards and helping make Professional Business Mentoring mainstream.
- Strong relationship-building, listening and communication skills, with the ability to bring together people from different backgrounds and sectors.
- An organised, collaborative approach and the capacity to give approximately one day per month and follow through on agreed actions.

Support and ways of working

The National Chair provides network leadership and coordination. ABM staff support agreed communications and activity, and lead all commercial development, proposals, negotiation, contracts and delivery. Heads create connections and coordinate their teams, referring opportunities to ABM staff and keeping contributing Ambassadors informed through agreed channels.

You will represent ABM professionally, follow its Code of Conduct, handle information in line with ABM requirements and declare conflicts of interest. Commercial commitments and expenditure require ABM agreement.

What you gain and how progress is reviewed

You will gain an ABM website profile and designation, public recognition, a voice in regional insight and a national peer network. You will be considered for speaking, panel, webinar and thought leadership opportunities; selected complimentary events and agreed conferences when representing ABM; and, where appropriate, a reference or testimonial.

Pre-agreed expenses will be reimbursed under ABM policy. Opportunities to deliver commercial work may be available where your skills and experience are appropriate.

Agree objectives with the National Chair and ABM team. Check-ins review recruitment, coverage, engagement, relationships, introductions, roundtable participation and insights. Contribute to the planned September 2027 in-person strategy review in Birmingham.

How to apply

To apply, please submit a cover letter and CV through the Ambassadors page of the ABM website. Explain your interest and how your experience and connections would help you recruit and lead the Ambassador team in your region.

Ambassadorship is an active contribution, not an honorary appointment. We ask Ambassadors to participate, collaborate, represent ABM professionally, build relationships, share intelligence, and follow through on agreed actions.

Membership and time commitment

- All Ambassadors must be paying ABM Affiliate Members, Members or Fellows at appointment and throughout their term.
- All Ambassadors will need to attend ABM monthly Ambassador meetings.
- Head of Ambassador Network (Region) – 1 day per month.
- Ambassador – ½ day per month.
- Term: Appointment to run until September 2029.
- Check-ins: Informal check-ins throughout the term to review progress, engagement and support required.