

Volunteer Ambassador: Role Description and Person Specification

Our aims

Dementia UK provides dementia support to families through our Admiral Nurse service. When things get challenging or difficult, our nurses work alongside people with dementia and their families: giving them the compassionate one-to-one support, expert guidance and practical solutions they need, and that can be hard to find elsewhere.

Role summary

Our Volunteer Ambassadors are passionate individuals who are committed to supporting Dementia UK. You will work alongside the Dementia UK Regional Fundraising Team to support people raising money in your area, identify new fundraising opportunities and raise awareness of Admiral Nurses.

Role description

Volunteer Ambassadors represent Dementia UK in their local area. There are various ways to do this and the role is flexible, so you are free to pick and choose which activities appeal to you. Here are some examples of activities Volunteer Ambassadors do:

- Attending cheque presentation events
- Attending community events as a representative of Dementia UK
- Attending organised running and cycling events to cheer on people taking part for Dementia UK
- Organising your own fundraising activities e.g. bucket collections, cake sales or raffles
- Providing information in your local area about the support Dementia UK provides e.g. putting information leaflets in local GP surgeries or posters on community notice boards
- Holding awareness stands at community events
- Taking part in or encouraging others to get involved in Time for a Cuppa (our annual flagship fundraising event) and other fundraising events throughout the year
- Supporting social media campaigns by sharing content with your network
- Delivering talks about the work of the charity and the importance of fundraising
- Proactively finding opportunities to deliver talks to groups in your local area
- Supporting our campaigning work by lobbying your local representatives
- Promoting Dementia UK and Admiral Nurses within your own network and encouraging more people to fundraise for us
- This role does **not** involve working directly with people living with dementia

Person specification

We welcome applicants with different skills and experience – however it is essential that you are passionate about Dementia UK and supporting the work that we do to help families face dementia. Below are some of the attributes we look for in Volunteer Ambassadors:

- Good communication and interpersonal skills
- An ability to recognise and follow up on opportunities in your community and through your own networks
- Flexibility

- Organisational skills
- Positive outlook
- Willing to complete paperwork such as expenses forms and keeping track of what activity you have done
- Ability to travel around your local area (within reason). A clean driver's licence is advantageous but not essential
- Good presentation and public speaking skills
- Friendly and approachable
- All Volunteer Ambassadors must abide by Dementia UK values and agree to our policies and procedures

Time commitment

All Volunteer Ambassadors must complete a training session (either face to face or virtually) and be happy to attend regular meet-ups with other volunteers in their region if they are available. Volunteer Ambassadors must be happy to commit to at least six engagements/activities per year on a flexible basis. We also ask that Volunteer Ambassadors commit to at least one year of volunteering for Dementia UK due to the cost of training and supporting volunteers, and to help make a real impact, increasing awareness of the charity.

Benefits

- A chance to meet like-minded individuals and be part of a close support network of volunteers
- Training, resources and ongoing support
- Regular updates about Dementia UK's work, Admiral Nurses, campaigns and events
- The satisfaction of knowing you are having a positive impact on the work of Dementia UK and helping families facing dementia
- The opportunity to develop new and existing skills, self-confidence and valuable work experience
- Experience and knowledge of fundraising and events best practice

Support available

- A dedicated contact at Dementia UK: the Regional Fundraiser based in your area. They will take you through every step of the process to becoming a Volunteer Ambassador then hold regular catch ups with you and be available to provide any information or other support you may need
- Initial Volunteer Ambassador training with opportunities for further training in specific areas
- Support in developing communication and interpersonal skills
- Support from other Volunteer Ambassadors through meet ups and a closed Facebook group
- We will provide you with detailed information about dementia, Dementia UK and Admiral Nurses
- We will provide you with all of the appropriate materials that you will need to undertake your role

How to apply

Complete and return the Volunteer Ambassador application form. You will then receive a call from the Regional Fundraiser for your area who will go through your application with you

For further details about becoming a Volunteer Ambassador, please see our FAQs or contact us on 020 8036 5440 or email volunteers@dementiauk.org.