



The Principles and Pledge for *I Care...Ambassador* services

This document sets out what is expected of:

- **employers** who set up an *I Care...Ambassador* service or join the initiative as a member of an *I Care...Ambassador* partnership
- **employees** who register as service coordinators and *I Care...Ambassadors*.

What do *I Care...Ambassadors* do?

As part of a national network linked through an online search register, *I Care...Ambassadors* engage with individuals making career decisions and the people who advise them. By delivering talks and activities, ambassadors promote care as a positive and rewarding career choice.

They help potential recruits to better understand what it's like to deliver care and work in the sector, and showcase the values and skills they require. *I Care...Ambassadors* gather feedback on their activities to continuously improve what they do and provide evidence that they make a difference.

Employer eligibility

To be eligible to join the *I Care...Ambassador* initiative, you must be a social care employer that provides good quality care and support to adults in England as a primary function of your business.

Health employers providing good quality care and support to adults in England as a primary function of their business are eligible to register as a member of an integrated *I Care...Ambassador* partnership service.

Ambassador eligibility

When an employer joins the *I Care...Ambassador* initiative, they will nominate employees to become *I Care...Ambassadors*. Employers can register their staff currently employed in:

- **roles providing direct delivery of day to day care and support** (for example, care worker, activities worker, nurse, social worker, registered manager and personal assistant)
- **wider social care workforce roles** (for example, employer, CEO, HR roles, technical staff, administrator, manager not providing care).

People who receive care, their unpaid carers or those who regularly contribute to the provision of care and support for the employer as a volunteer, can also be registered to support ambassadors in delivering care careers activity.

These individuals can access resources but will not appear in the search register. The employer, manager or service coordinator will match these individuals to appropriate opportunities.

The employer pledge



As an employer registering with *I Care...Ambassadors* you pledge to:

- 1 work with staff to shape how you as an employer or your organisation will promote caring careers in a sustainable way
- 2 select and support the development of a service coordinator and eligible ambassadors who reflect the values and diversity of the sector and the care and support provided
- 3 agree the expectations and commitment with staff who want to become ambassadors, ensuring that those who join the register have the capacity, and are able to develop the skills, knowledge and confidence to undertake the role
- 4 monitor the impact of *I Care...Ambassador* activity, ensuring everything you and your ambassadors do in showcasing care careers, promotes the sector and the initiative in a positive light
- 5 continue to meet the good quality care requirement and inform Skills for Care and your coordinator of any issues relating to quality (information about quality requirements can be found in the care quality guidance)
- 6 ensure your service is run fairly and effectively.

The employee pledge



***I Care...Ambassador* service coordinators and ambassadors pledge to:**

- 1 provide a first-hand, current, positive picture of what it's like to work in care, highlighting the values and skills required to work in the sector by sharing real experiences and delivering talks or activities
- 2 agree your commitment with your employer, for example, staff cover arrangements, your time commitment, the activities you will undertake and any support and development requirements
- 3 ensure you prepare for your role using the online Resource Bank and Welcome Modules as key resources
- 4 guide people seeking an ambassador to the online Search Register so they can source ambassadors that meet their specific requirements, and provide a timely response to enquiries
- 5 ensure that Resource Bank materials and *I Care...Ambassadors* branding are only used by people registered with your service, so as to maintain demand for ambassadors
- 6 gather feedback to measure the success of your activity using the *I Care...About Impact* tool surveys and reports
- 7 promote careers in care honestly, impartially and professionally
- 8 maintain active communication with everyone involved in your service, regularly monitor your *I Care...Ambassador* email account and keep records accurate and up-to-date.