



VOLUNTEER ADVISORS / ASSOCIATE ADVISORS / AMBASSADORS

We have ongoing opportunities for individuals to support the Executive team at NoTurningBack2020 to help plan and deliver our programmes. These roles are voluntary. We are creating a like-minded community of professionals at all levels to deliver the....

NoTurningBack2020 Core Mission

20% of all marketing and communications professionals to come from black, Asian, minority ethnic communities. And for this **20%** to stay in our industry until they reach the very top jobs

ADVISOR

- Over 20 years professional experience in marketing, comms or sports marketing
- Demonstrate a commitment to Diversity & Inclusion programmes & activities
- Provide Professional support for AA's and Ambassadors through our professional allyship groups
- Run Quarterly presentation skills training for new Ambassadors
- Head up a group with an AA and 6 ambassadors
- Host or run a min of 2 Talent Retention round tables a year
- Help comms around NTB2020 open events
- Attend NTB2020 events, talks and workshops

ASSOCIATE ADVISOR

- 6 years + experience
- Demonstrate a commitment to Diversity & Inclusion programmes & activities
- Professional support for Ambassadors
- Attend/Support 'talks' training when possible
- Support Advisor with allyship group
- Support 2 retention roundtables a year
- Provide content and Marketing for NTB2020 events
- Attend NTB2020 events, talks and workshops

AMBASSADOR

- 0-5 years experience
- Demonstrate a commitment to Diversity & Inclusion programmes & activities
- Contribute to Schools and Colleges Early Careers talks
- Attend presentation training
- Join NTB2020 working group with 5 other ambassadors
- Attend talent retention roundtables
- Provide content and Marketing for NTB2020 events
- Attend NTB2020 events, talks and workshops



MORE ABOUT BECOMING A YOUNG AMBASSADOR

Ambassador Criteria

- Between 1 to 6 years' experience in PR, Marketing, Digital or Sports Marketing
- Enthusiastic about engaging with 18-25 year olds from under-represented communities about careers in our sector. Happy to share some of your lived experience in your first job.
- Demonstrate involvement in activating change within current employer. Able to share employer's EDI goals.
- Create a short video about yourself to feature on the NTB2020 website

Ambassador Commitment

From September 2023 the NTB2020 Early Careers Outreach programme will be running weekly presentations to a wide range of schools, colleges or universities across the UK, targeting those with 60% black, Asian, minority ethnic attendance, a high proportion of pupils on free school meals and first in family in tertiary education. The talks encourage more people from diverse backgrounds to look at the marketing communications & sports marketing sector as a career of choice. We are planning to double our talks to over 3000 students during the academic year 2023/24.

There is plenty of notice for these talks. An Ambassador presents as part of a team of 3, talking about their company, their role, getting a job, career choices, the challenges of diversity and then answers students' questions.

- Contribute to 4 x 1 hour presentations over the academic year. These happen at 5pm; occasionally schools meetings are at 9.00 for tutor group registration.
- Set up a talk at your old school or college – our exec team will help you
- Bi-monthly 1 hour meeting on TEAMS at 5.30pm so that the Ambassadors and Advisors can meet up, give feedback, talk about ideas they have to improve the programme, reach more people etc.

To become a volunteer and for more information about NoTurningBack2020 **please send us an email.**