




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.

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- 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.

- 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