

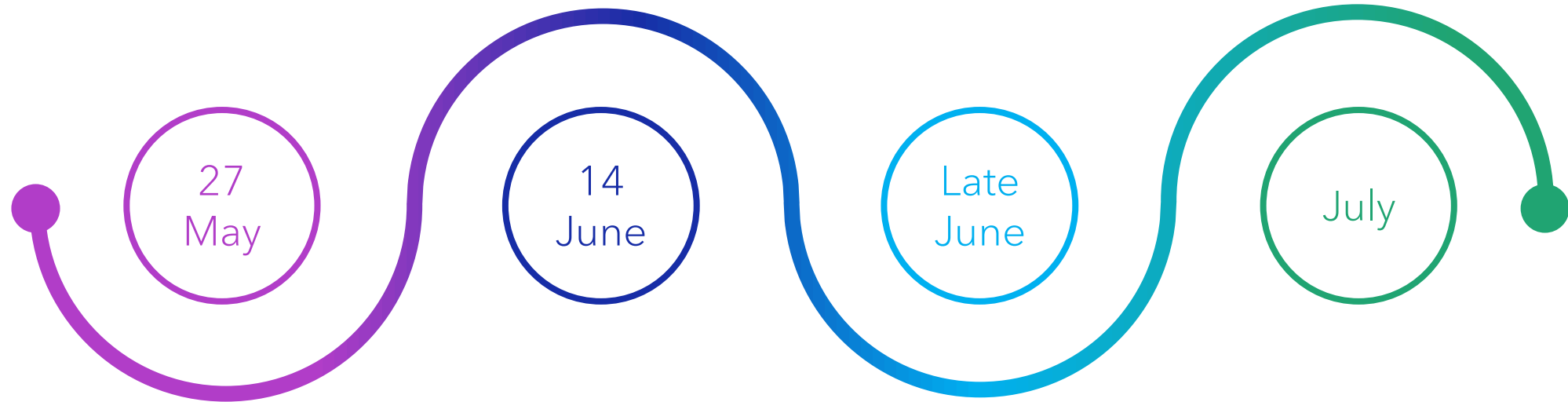
AAN Regional Employer Chair – recruitment process

AAN Regional Employer Chairs

Selection Process

- The regional governance structures should agree a tailored role description which reflects common agreed criteria for the role of Chair and the regional ways of working.
- Conduct an expression of interest process for perspective members to self-nominate. Candidates for the role of Regional AAN Employer Chair should be an existing AAN member with at least 12 months experience and have demonstrable leadership skills. Applications should initially be generated from within the region – although we are also able to encourage applications from Multi Region Ambassadors with a presence in the region.
- The Regional Employer Chair, Regional Apprentice Chair and National Co Vice Chair to short list candidates. Either:
 - Share the shortlist with all regional members to vote for their preferred candidate, or
 - The region undertakes interviews with a panel made up of the regional Employer Chair, regional Apprentice Chair and National Co Vice Chair.
- The appointment of all AAN Regional Chairs are agreed across regional governance structures, DfE and National AAN Leadership Team and must fit the agreed criteria set out in the role descriptions.
- Before appointing, DfE will undertake a Due Diligence review (looking at candidates Social Media, their employer's Apprenticeship programme etc).

Recruitment Process Timeline



Advertise Role for EOI

Region to issue role advertisement to members

Close Applications & sift

Close the application process and sift

Interviews or election

Announcement & induction

Announce new Regional Employer Chair and start induction

AAN Regional Employer Chairs

Tenure

A new regional AAN Chair is expected to remain in post for a minimum of 12 months. The position is subject to review every 3 years.

Regular Reviews

The DfE quarterly review process for regional business plans will act as a regular review process for Regional Chairs. This will also allow the Chairs to highlight any challenges and support required.

Regional Employer / Apprentice Chair – Role Description

The Apprenticeship Ambassador Network

The Apprenticeship Ambassador Network is a network of engaged and committed employers and current/past apprentices in England.

Members of the AAN, as volunteers, share their experiences and best practice. They act as a trusted voice to advocate and promote the programme to other employers, potential apprentices, and stakeholders.

The primary aim of the AAN is to support the delivery of a high-quality apprenticeships programme. Members of the AAN will support Government in enabling employers and wider stakeholder to realise the benefits and aims of the apprenticeships programme.

AAN members through engagement support Government priorities for the apprenticeship programme. Namely through the objectives defined by the AAN National Leadership Team.

- (i). Ambassadors will work with every secondary school and college in England (3,500) by March 2026.
- (ii). Ambassadors will buddy with new small business employers, starting with those recruited through the new piloted Apprenticeship Growth Partners work (3,000).

Regional Employer Chair Role description

The regional Employer Chair will lead your members to deliver on the outcomes set out in your business plan, in line with the AAN strategic objectives. Employer and Apprentice Chairs will work together to agree the regional business plan which is supported by a DfE Grant.

The roles of regional employer and apprentice Chairs require a time commitment of c.2-2.5 days per month. Much of their role will take place within normal office hours.

Nationally, regional Chairs are expected to attend at a minimum in addition to normal volunteering activity

- National ¼ AAN meeting (Face to Face or Virtual)
- Monthly Regional Chairs Call (Virtual)
- Annual National AAN Conference (Face to Face)
- Regional Apprenticeship Awards (Face to face)
- National Apprenticeship Awards (Face to face)
- Ad hoc working groups

In addition, regional Chairs are at a minimum are expected to

- Organise /Attend regional member meetings and other sessions (Face to Face or virtual)
- Develop and report on the regional business plan (Face to Face or virtual)

AAN Regional Employer Chair

Criteria

As an employer led network, the status of regional AAN Chairs must reflect this principle and be employed by an organisation whose primary function is that of an employer.

A regional AAN Chair must;

- Demonstrate a high commitment to apprenticeships in their own workforce – with an active and current apprenticeship programme offered by their organisation
- Have a high profile within their sector and/or geographical area
- Be willing to lead their regional members to deliver against a range of ambassadorial activities in line with the AAN Strategy, demonstrated by successfully delivering against their regional business plans.
- Work closely with the regional Apprentice Chair and encourage regional employer members to signpost their apprentices to join the apprenticeship network

Regional Apprentice / Employer Chair Role description - Criteria



Leadership

Strong & effective leading

- Inspire, motivate, galvanise and lead a vibrant group of Ambassadors to deliver against a range of ambassadorial activities to meet the objectives set out in the AAN Strategy.
- Champion the 'One Network' approach ensuring Employer and Apprentice members work effectively together. Work collaboratively with the AAN leadership team nationally and with other regional Chairs
- Lead the development and delivery of the AAN regional work, ensuring effective coordination of activity across the network and with local stakeholders to maximise and measure outcomes.
- Demonstrate the impact of the Network through delivery against KPIs and use of the AAN Grant.

Insight and understanding

- Lead the Network to provide timely and relevant feedback and insight to DfE to help improve how apprenticeships are delivered in England.
- Share best practice and lessons learned across the Network (within region and wider) to improve how the network delivers its objectives.
- Identify and engage with key stakeholders within the region to best understand local factors and to enhance successes of Network operations

Representing the role

- Demonstrate a high commitment to apprenticeships both in their own organisation and their networks. Champion the AAN within your organisation—and networks.
- Be a vociferous advocate for the AAN with key stakeholders (both regionally and nationally), network members and wider contacts.
- Play an active role in, and support 'Celebratory Communications' activities (NAW/Apprenticeship Awards), including promoting via Social Media where applicable.⁹

Regional Apprentice / Employer Chair Role description - Criteria



Influence

Communication

- Lead the Network to advocate for apprenticeships through inspiring employers and ‘would be’ apprentices across your region.
- Increase the profile of the Network across the region with employers, schools and colleges, young people and relevant local stakeholders. Leading the use of appropriate engagement channels to deliver this.
- Lead members to ensure both visibility and impact of the AAN both regionally and nationally, working collaboratively with regional governance structures.

Membership

- Promote membership of the Network: representative by sector/size/diversity to create and deliver an inclusive, diverse and enjoyable Network culture.
- Encourage regional employer and apprentice members to signpost their employer / apprentices to join the apprenticeship network.
- Effectively onboard new members.
- Ensure effective identification and re-engagement of inactive members – listening to and responding to any relevant feedback accordingly.

Network Engagement

- Work alongside all regional members to cement the integration of One Network
- Explore opportunities to actively participate in events such as the AAN conference to showcase regional achievements.
- Enable effective communication and dissemination of information to regional members.

Regional Apprentice / Employer Chair Role description - Criteria



Profile

Representing the Network

- Identify opportunities that the AAN can exploit. This could include speaking at certain critical events or looking to do a joint partner activity regionally. Look for local and regional media opportunities.
- Actively participate in quarterly and monthly AAN Chair calls and meetings.
- Highlight/raise profile of the Network in the sector and at crucial meetings (with the Minister/key stakeholders).
- Participate in DfE and other relevant CPD opportunities to support your development in role and support opportunities to provide CPD to network members.