



CODE FIRST GIRLS AMBASSADOR ROLE

About the Company

Code First Girls is one of the largest providers of free coding courses for women and non-binary individuals, having given 150,000+ opportunities for women to learn to code for free, delivering over £106 million worth of free technology education..

Our community of employable coders, instructors, and mentors is one of the largest and most diverse globally. We continue to help more women and non-binary candidates to break into and excel within the industry by linking amazing talent with businesses. Our mission is to continue to increase our community and company partners, giving more women the opportunity to learn new skills and pursue great careers in tech.

Location

In-person (across the UK) and virtual events and opportunities.

What we're looking for

We are looking for enthusiastic, freelance Ambassadors to be the face of our organisation and promote our programmes, opportunities and events, online and in person.

As part of the role, you will have the opportunity to boost your own profile, have learning and development opportunities, help build the CFG community and essentially, get more women interested in tech! Key Ambassador role areas and opportunities include:

- 4 x roundtables & get-togethers across the year to meet your fellow Ambassadors and help shape CFG
- 3 x CFG degree graduation invites to meet the latest grads and enjoy a fun party!
- Training/ learning and development sessions to boost your career, profile and personal growth
- Interview opportunities with media (PR) to represent Code First Girls (and help boost your profile)
- Opportunities to get involved in or speak at corporate events
- Ambassador mini project, social posts, and content development as part of the role.
- New in 2024: Ambassador-hosted local events and meet-ups and our new community network
- Our Ambassador launch event and merch plus end year event

We will also have paid opportunities available which will include:

- **Attend CFG university partner events and host regional events/meet-ups**
 - Represent CFG at our partner university events and fairs, sharing opportunities with students, alumni and staff
 - Host regional meet-ups and events to introduce women and non-binaries to CFG and our opportunities



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- **Attend CFG client events as one of our Ambassadors**
 - Represent CFG at client focused events and share your story experiences as a CFG Ambassador
- **Many more ad hoc events where you'll have the opportunity to join the CFG team**
 - This year our Ambassadors have run tech workshops, attended conferences, networking events, journalist interviews among other press opportunities - the list goes on!

What we're offering

You'd be joining the CFG team on a professional freelance basis. The initial engagement will be a freelance contract for the role of Ambassador.

We would expect you to commit to the Ambassador programme for a minimum of 12 months, over this period, and excluding the paid opportunities, we anticipate that this would be a commitment of around ~50 hours for all roundtables, events, L&D training and activities outlined above (with flexibility around in-person attendance, prior commitments and so forth).

As an Ambassador, we will be aiming to boost your profile across our community and the wider tech and business landscape. At the end of the year, you'll receive a reference letter from Anna (our CEO) as well as a certificate recognising your contribution.

General Requirements (don't worry if you don't have all of these as we'll offer training)

- Knowledge of Code First Girls and our offering, opportunities and events
- Experience with hosting online events
- Ability to host (a potentially large!) audience and handle unexpected situations (technical issues etc)
- Excellent communication skills
- Professional attitude
- Creativity and comfort with social media, willingness to use social media tools to support CFG
- An outgoing, friendly personality, and a desire to meet new people

Additional 'nice to haves'

- Previous experience as an Ambassador, Promoter or similar role
- Familiarity with streaming or video conferencing platforms
- Familiarity hosting in-person and/or virtual events

Roles and responsibilities

As Ambassador, you will need to:

- Familiarise yourself with our mission, vision, and goals
- Familiarise yourself with CFG brand guidelines and tone of voice
- Collaborate with the CFG content and marketing team on social media & narrative content
- Educate community members and your professional colleagues about our products and upcoming events and activity



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- Maintain a positive image of our brand at all times
- Provide open, honest feedback to help CFG improve
- Develop an Ambassador x CFG mini project (this could be some content creation, interview, live Q&A, community network building, hosted event/s etc)
- And most importantly, be ready to share your story and passion for CFG with friends, colleagues and your wider network:
 - Influence and support content creation on personal and CFG social media channels
 - Encourage others to explore Code First Girls courses and to start new courses at existing or new university partners
 - Increase awareness of CFG at your place of work to senior HR or development leaders, leading to new partnerships

Events and opportunities will vary in dates and times, so we are looking to recruit ambassadors with a range of availability. For our virtual events and opportunities, you can be based anywhere with a stable WiFi connection.

You do not need in-depth technical knowledge to be a CFG Ambassador, but interest in technology is a benefit. If you enjoy communicating with community members and client representatives and spreading the CFG word then we would love to hear from you!

Ultimately, you should be able to increase our company's brand awareness and ensure that our community and stakeholders enjoy the CFG experience. To excel in this role, you will have excellent communication and networking skills, previous experience as an ambassador or a similar role is desired but not required.

STEPS IN THE APPLICATION PROCESS

If your initial application is successful we will invite you to a Hireflix video interview. If then successful again you will be put through to the final stage of the process meeting some of the CFG team in a virtual interview