



## 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 250,000+ opportunities for women to learn to code for free, delivering over £180 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.

### About the Ambassador Programme

The Code First Girls Ambassador Programme brings together a passionate community of volunteers who want to help more women get into tech, and have fun doing it. Ambassadors represent the heart of the Code First Girls mission, creating local impact, sharing opportunities, and inspiring others to learn.

This is a volunteer role with optional paid event opportunities throughout the year.

### Location

The programme will run in-person across the UK & Ireland, with additional virtual events and opportunities.

### International Applicants

You *can* apply if you are based outside the UK & Ireland as we're excited to be launching our first international Ambassador programme in 2026.

We're excited to be launching our first international Ambassador programme in 2026, with applications opening toward the end of 2025. We'd love to welcome brilliant candidates from across the globe, and for our first year, we're focusing on the following locations where we have a growing number of companies wanting to connect with candidates in these areas:

- Germany
- Poland
- Romania
- Spain
- Netherlands
- Italy
- France
- United States (Austin)
- Australia
- India



## CODE FIRST GIRLS AMBASSADOR ROLE

If you're based elsewhere, please don't worry, this is only the beginning. We'll be announcing the 2027 regions toward the end of 2026, so keep an eye on our website as we continue to expand and build our global CFG community.

Because this is our first international cohort, the scope will be slightly lighter than our UK scheme, but you'll still have plenty of meaningful ways to get involved and make an impact, including:

- Creating or sharing social posts that champion Code First Girls
- Contributing content for CFG campaigns
- Writing blog posts or recording videos for our platforms
- Taking part in regional or country-based case studies
- Referring new candidates to CFG programmes
- Introducing new companies to our opportunities
- Supporting your local community with advice, encouragement and connections
- Hosting or helping to deliver a regional community event or workshop

### 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:

- Creating or sharing social media posts that promote Code First Girls
- Providing content for Code First Girls designed posts or campaigns
- Writing blog posts or recording videos for Code First Girls platforms
- Attending Code First Girls events, virtual workshops and roundtables
- Hosting or supporting a regional community event or workshop
- Taking part in PR, interviews or case studies to represent Code First Girls (and help boost your profile)
- Referring new candidates to Code First Girls programmes
- Referring new companies to Code First Girls programmes
- Supporting community members with advice or introductions

From time to time, Code First Girls will offer paid opportunities to Ambassadors who represent the brand at external or client-facing activities that fall outside the voluntary scope of the programme.

Examples of paid engagements include:

- Speaking at CFG client events, panels or conferences
- Representing CFG at university or partner events
- Delivering external workshops or sessions on behalf of CFG
- Attending press or PR events as an official CFG spokesperson



## CODE FIRST GIRLS AMBASSADOR ROLE

Payment and logistics for these activities will be coordinated directly with the CFG team and are separate from the voluntary Ambassador commitments.

### 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 across the year for the 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 or work with you on areas you feel most confident in*)

- 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
- Someone who is confident speaking to their employer to advocate for CFG
- Willingness to take part in Ambassador-related activities
- Positively contribute to the programme

### Additional 'nice to have's'

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

### 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
- Maintain a positive image of our brand at all times



## CODE FIRST GIRLS AMBASSADOR ROLE

- Provide open, honest feedback to help CFG improve
- Develop at least 1 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 an 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'll invite you to a short video interview (via Hireflix). If successful, you'll then meet members of the CFG team in a virtual interview.

For more tips on the CFG Ambassador application process, please refer to [this help page](#).