

# The Chartered Institute of Building

The Chartered Institute of Building (CIOB) represents, on behalf of the public, the most diverse set of professionals in the construction industry. Our role is to:

- Promote the importance of the built environment.
- Lead the industry to create a sustainable future worldwide.
- Encourage leadership potential.
- Promote the highest standards in quality, safety and qualification.
- Create an industry where excellence prospers.

We have over 40,000 members around the world, and are considered to be the international voice of the building professional, representing an unequalled body of knowledge concerning the management of the total building process.

CIOB members are skilled professionals with a common commitment to achieving and maintaining the highest possible standards. Chartered Member status, represented by the designations MCIOB and FCIOB, is recognised internationally as the mark of a true professional in the construction industry.



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of Building**

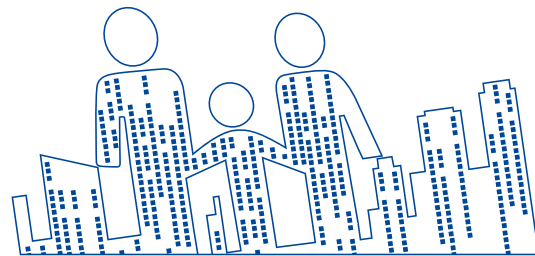
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# The Ambassador Programme

Be the voice of your Institute

# The Chartered Institute of Building Ambassador Programme

## Introduction

The Chartered Institute of Building (CIOB) has established an international ambassador programme to ensure we have a prominent and respected voice on key strategic industry issues in the UK and around the world.

To do this we engage members as 'CIOB ambassadors' to represent the Institute; develop CIOB policy; promote CIOB membership; and further the objectives of the CIOB for the benefit of the public.

This is not a new concept – our members have been actively representing the Institute for many years. The ambassador programme simply formalises these arrangements to ensure our representatives receive the support they need from the CIOB, and that the CIOB captures the expertise and knowledge that exists within its membership.

A well managed, structured ambassador programme also allows the CIOB to acknowledge the hard work of its members. Ambassadors are rewarded with industry-wide recognition, personal and professional development, and the opportunity to influence decision makers at the highest level.

Are you passionate about raising standards in the construction industry?

## Background

In 2006, the CIOB ran a pilot ambassador scheme in the South West region of the UK. This was a useful exercise and the lessons learned have been integrated into the CIOB ambassador programme for the future.

In 2007, the CIOB launched its new, international ambassador programme, designed to maximise the opportunities for influencing key decision makers at a regional level (in the UK), and at a national level around the world. This builds on the experiences of the pilot and focuses on the areas where we can, and should, have the biggest impact.

## What is a CIOB Ambassador?

There are many and varied roles within the ambassador programme and activities undertaken are largely determined by individual interests, capacity and expertise. In all instances, the ambassador role is a position of leadership. The onus is on the individual to choose the type (or types) of ambassador role that will suit them.

Existing ambassador roles can broadly be described under the following four categories:

### 1 Representative Ambassadors

Representative ambassadors represent the CIOB on strategically important forums or committees at a regional or national level. In this role, ambassadors are required to attend regular meetings, share their experiences with others and report back on progress.

### 2 Public Affairs/Policy Development Ambassadors

Public affairs/policy development ambassadors have a particular interest and expertise in key strategic industry issues (e.g. environmental sustainability or health and safety), and can be called upon to attend one-off meetings or events, participate in CIOB policy development, or give feedback to the Institute on those issues.



Do you want the opportunity to influence the decision makers and make a difference?

### 3 Ambassador Spokesperson

An ambassador spokesperson is an ambassador that has expressed an interest in speaking publicly on behalf of the CIOB. Media training is provided as appropriate.

### 4 International Ambassadors

International ambassadors have a particular interest in promoting the CIOB in their country. This includes raising the profile of the Institute, promoting the benefits of CIOB membership, arranging professional interviews for new members, representing the Institute at functions, and acting as a point of contact for members.

All ambassadors are asked to provide a written reference from either a qualified Member (MCIOB) or Fellow (FCIOB) of the CIOB, and receive ongoing support and training from CIOB staff.

## What will the Ambassador Programme achieve?

The objectives of the CIOB ambassador programme are to:

- Ensure the CIOB has a prominent and respected voice on key strategic industry issues.
- Engage members as ambassadors to represent the CIOB and develop CIOB policy.
- Give members an opportunity to develop their own career and influence decision-makers.
- Provide ambassadors with the network and support they need to undertake their role.
- Further the objectives of the CIOB for the benefit of the public.
- Promote membership and raise the profile of the CIOB.

Do you want to boost your own career and develop new skills?

## What skills, experience and knowledge do I need?

Skills, experience and knowledge requirements will vary depending on the role and duties to be undertaken. Ambassadors are asked to provide a written reference from a Member or Fellow of the CIOB in support of an 'expression of interest' to become a CIOB ambassador. You will also be asked to complete a form to identify your areas of specialist interest and expertise.

The following is considered to be a minimum requirement for all ambassadors:

- At least five years' experience working at a senior level in the industry.
- Commitment to the CIOB and its role as a chartered institute.
- Good general knowledge of the built environment, industry issues and initiatives.
- Knowledge relevant to your ambassador role.
- Excellent networking, communication and IT skills.
- Ability to influence and think strategically.
- Ability to report back, detailing issues, progress and development.

Ambassadors will be able to best judge if their skills and knowledge match a particular ambassador role. This is considered by the CIOB on a case by case basis.



## Do you want to meet and share your ideas with like-minded peers?

Information and policy support will be provided by the policy and ambassador development manager based in Ascot, and will be available on the website at [www.ciob.org.uk/ambassadors](http://www.ciob.org.uk/ambassadors).

### How will I be supported in the role?

Ambassadors will be supported by the CIOB policy and ambassador development manager. Support will include:

- Training and workshops.
- Regular updates by email.
- Tailored briefings on request.
- Information on CIOB policy.
- Dedicated web pages.
- Media coverage and industry recognition.
- CIOB marketing material.

All ambassador information will be available on the website at [www.ciob.org.uk/ambassadors](http://www.ciob.org.uk/ambassadors).

### How much time will I need to commit?

This will depend on the role and duties to be undertaken. You will be given all the information you need to make an informed decision as to whether you wish to participate.

### What are the benefits to me?

CIOB ambassadors gain access to a range of new experiences contributing to personal and professional development. As an ambassador, you would have access to the latest developments in your chosen area of interest, and could quickly become the expert in this field.

Other benefits include:

- The opportunity to raise your own profile as well as that of the CIOB.
- The opportunity to influence decision-makers.
- The opportunity to network.

- The opportunity to progress to different roles as your experience, confidence and knowledge develops.
- The opportunity to represent the ambassador programme on the CIOB Stakeholder and External Relations Board.
- The opportunity to enhance your own CPD.
- Recognition by CIOB members, staff, and external colleagues.

### I've heard of a 'Construction Ambassador'. Is this the same?

No. 'Construction ambassadors' are used by a different organisation (CITB-ConstructionSkills) to attract new recruits into the construction industry. Construction ambassadors share their experiences of a career in construction by visiting schools and giving presentations to young people.

The CIOB ambassador programme is an international scheme. It is much broader and involves representing the CIOB at a high level on a range of issues (e.g. environmental sustainability, heritage and conservation, innovation and research). It also involves promoting membership and raising the profile of the Institute.

### I'm interested, how do I become an Ambassador?

To become an ambassador you will need to send us:

- A completed Expression of Interest form.
- A written reference from a MCIOB or FCIOB member.
- A copy of your CV.

Please send these documents to:

**Fiona Davies**

Policy and Ambassador Development Manager  
The Chartered Institute of Building  
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**Email:** [ambassadors@ciob.org.uk](mailto:ambassadors@ciob.org.uk)