



CONSTRUCTION FOR WOMEN

*AMBASSADOR PROGRAMME
OVERVIEW*

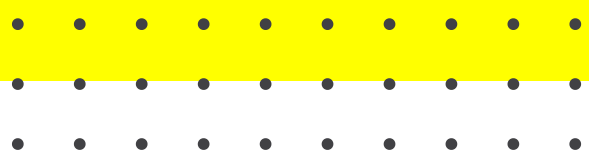


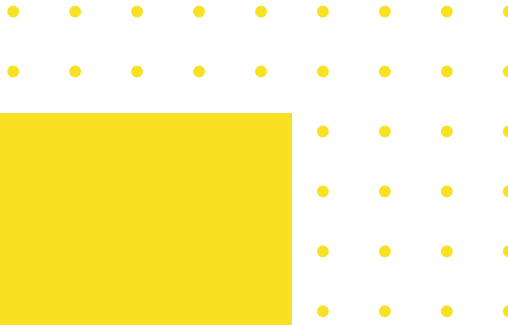
Who are Construction for Women?

Founded in 2024, Construction for Women provides a platform to support and champion women across the construction industry. Through innovative programmes, Construction for Women is helping to build a more inclusive, diverse and sustainable future for the industry.

Our Mission:

Building Women's Futures, Together





WHY AMBASSADORS MATTERS

Representation drives change.

In a sector where women remain underrepresented, visibility is essential to breaking barriers and inspiring new generations to see construction as a space where they belong.

CFW Ambassadors are powerful role models — real women sharing real stories — who demonstrate that there's no one path to success in construction. Their voices help challenge stereotypes, promote opportunity, and open doors for others.





Programme Overview:

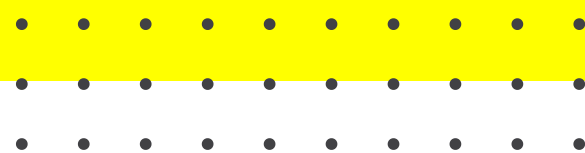
The Ambassador Programme provides women with a platform to represent Construction for Women publicly and help inspire the next generation entering construction.

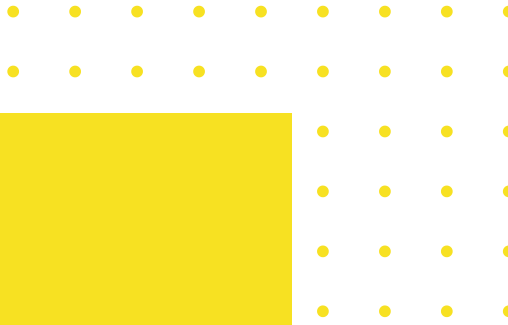
Purpose:

To amplify women's voices, showcase diverse pathways, and champion gender equity across the industry.

Ambassador Role Includes:

- Representing CFW at events, taster days, and forums.
- Sharing your story through talks, interviews, or campaigns.
- Acting as a visible advocate for inclusion and opportunity.





PROGRAMME STRUCTURE

Phase 1: Application:

Applicants complete an expression of interest form, confirming their willingness to represent CFW and sign the Ambassador Agreement.

Phase 2: Induction:

Ambassadors attend an online induction session introducing the organisation, branding, safeguarding, and communication protocols.

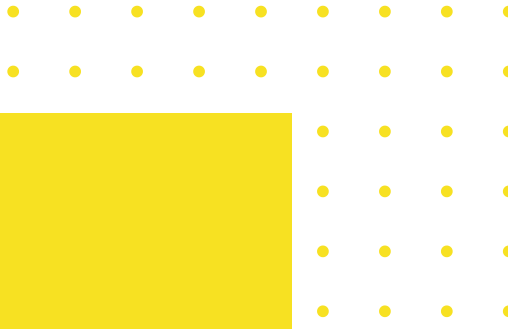
Phase 3: Engagement & Activity:

Ambassadors participate in events, outreach, and advocacy opportunities that match their skills, interests, and availability

Phase 4: Ongoing Development & Feedback

Ambassadors receive continued updates and opportunities, with regular feedback sessions to support reflection and personal growth.





AMBASSADOR EXPECTATIONS

As a CFW Ambassador, you represent both our values and our vision.

You are the face of Construction for Women — demonstrating leadership, authenticity, and inclusion.

Ambassadors are expected to:

- Act as positive and professional representatives of CFW
 - Uphold the organisation's mission, values, and code of conduct
 - Engage with integrity and respect across all activities
 - Communicate confidently and authentically with audiences
 - Inspire and empower others through their story and actions
- 



WHO CAN BE AN AMBASSADOR?

Our Ambassador network is open to a diverse range of individuals who share our mission. Ambassadors may include:

- **Industry Professionals**
- **Students & Early-Career Professionals**
- **Educators & Training Providers**
- **Government & Policy Representatives**
- **Corporate & Industry Partners**
- **Community & Nonprofit Leaders**

Ambassadors come from all backgrounds — what unites them is a shared belief that visibility, advocacy, and community can transform the industry.



BECOMING AN AMBASSADOR

To become a Construction for Women Ambassador, you must be passionate about promoting gender equality, inclusion, and representation within the construction industry.

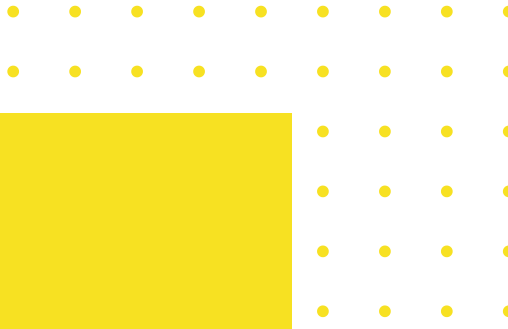
Ambassadors act as visible advocates for women in construction — sharing stories, insights, and experiences to inspire others and champion change.

To get started, **contact the Construction for Women team to request the Ambassador Agreement and Profile Form.** Once received, review, complete, and return them to our programme lead to confirm your participation.

You'll be asked to provide key details to help build your ambassador profile — outlined on the right and within the Ambassador Programme Guidelines.

Ambassador Information:

- Full Name
- Preferred Email Address
- Preferred Phone Number
- LinkedIn *(Optional)*
- Location (i.e. Manchester, England) *(Optional)*
- Current Role & Place of Employment
- Year's of Experience
- Educational background & Qualifications *(Optional)*
- 3-5 areas of expertise/interest in the built environment *(Optional)*
- Why do you want to become a CFW Ambassador? (50–100 words)
- How do you think you can contribute as an Ambassador? (50–100 words)
- 50-250 word brief profile/ambassador summary *(Optional)*



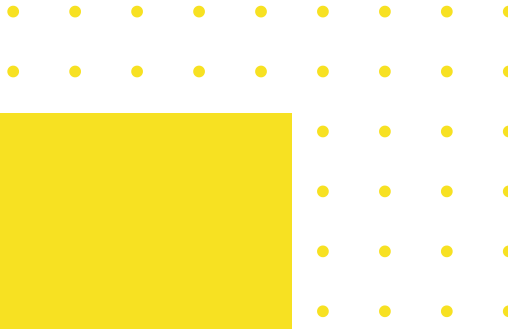
ACTIVITIES & OPPORTUNITIES

Ambassadors may be invited to participate in:

- **STEM Outreach & Taster Days:** Speaking to students and young professionals
- **Industry Panels & Conferences:** Sharing experiences and insights
- **Media & Campaigns:** Interviews, podcasts, social content, or articles
- **Networking & Roundtables:** Engaging with peers and industry leaders

Participation is flexible — ambassadors can choose opportunities that fit their schedule, expertise, and comfort level.





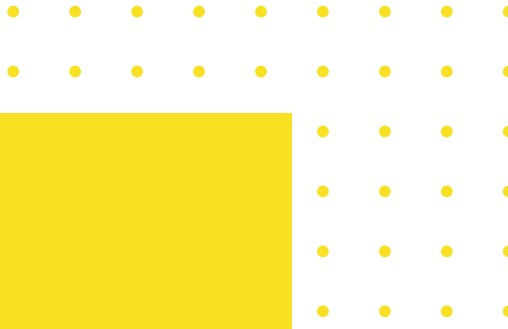
SUPPORT & COMMUNICATION

Construction for Women will provide:

- Clear guidance and resources for representation (branding, safeguarding, messaging)
- Regular communication on upcoming opportunities and campaigns
- Ongoing support from our team for preparation and coordination
- Optional training sessions to build confidence in public speaking or advocacy

Ambassadors are encouraged to share updates, photos, and experiences with the CFW team and community.





PROFESSIONAL CONDUCT & SAFEGUARDING

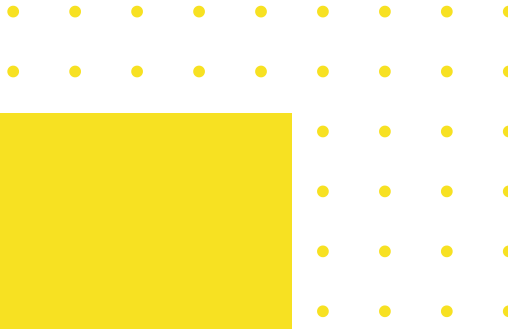
CFW Ambassadors are trusted representatives of the organisation.

They must:

- Maintain professionalism and respect in all interactions
- Adhere to safeguarding and privacy protocols
- Use official communication channels when engaging externally
- Avoid personal or unauthorised contact with minors during school activities
- Report any safeguarding concerns to the programme lead immediately

Ambassadors help ensure CFW's values of integrity, inclusion, and safety are upheld at every event.





REFLECTION & GROWTH

Being an ambassador is both a service and an opportunity.

Through participation, you'll:

- Build leadership and communication skills
- Expand your professional network
- Gain visibility and recognition as a role model
- Contribute to lasting industry change

We'll invite you to share feedback regularly — helping shape the future of the Ambassador Programme while celebrating your growth and achievements.



NEXT STEPS

Ready to Get Started?

If you're ready to begin your support Construction For Women as an ambassador, we'd love to hear from you.

How to Apply:

1. Visit our website and submit an enquiry through our contact form, or via email.
2. A member of the CFW team will contact you to confirm eligibility and discuss next steps.
3. Successful applicants will receive full joining instructions, induction details, and a welcome pack.

Contact Us:

 info@constructionforwomen.co.uk

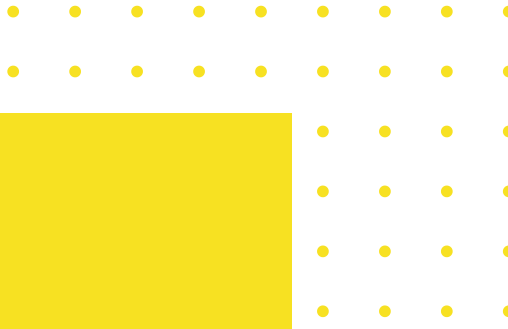
 www.constructionforwomen.co.uk

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THANK YOU

Thank you for your interest in becoming a Construction for Women Ambassador.

Your voice, experience, and leadership help create a more inclusive construction industry — one where every woman can see herself represented and supported.

Together, we're not just building careers — we're building confidence, community, and change.

Let's keep building women's futures — **together.**



Building Women's Futures, Together

CONSTRUCTION
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