



Construction For Women – Ambassador Programme

Ambassador Programme Guidelines

Purpose

The Construction for Women (CFW) Ambassador Programme is designed to empower individuals who are passionate about promoting gender equality, inclusion, and representation across the construction industry.

CFW Ambassadors act as visible advocates for women in construction — sharing their experiences, participating in events, and inspiring others to explore careers in the built environment. Ambassadors play a vital role in raising awareness, breaking down stereotypes, and amplifying the voices of women in every corner of the sector.

This programme provides an opportunity to give back to the industry, develop leadership and public speaking skills, and help shape a more inclusive future.

Here's How It Works

Step 1: Confirming Ambassador Status

To become a Construction for Women Ambassador, candidates must request and return a signed copy of the *Ambassador Contract* and *Ambassador Profile Form* to the programme lead.

Ambassadors are asked to provide the following information:

- Full Name
- Preferred Email Address
- Preferred Phone Number
- LinkedIn (*Optional*)
- Location (i.e. Manchester, England) (*Optional*)
- Current Role & Place of Employment or Study
- 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*)

This information is used to build your ambassador profile and to match you with suitable opportunities.

Step 2: Confirming Ambassador Status

Once accepted, ambassadors receive a welcome pack that includes:

- An overview of the CFW brand and mission
- Event participation guidelines
- Safeguarding and conduct policies
- Media and representation protocols

Ambassadors will also be invited to an optional online induction session to learn more about the programme, available opportunities, and how to represent CFW effectively.

Step 3: Engagement Opportunities

As an ambassador, you'll be invited to take part in a variety of activities, such as:

- Speaking at school or community taster days
- Participating in industry panels, webinars, or roundtables
- Representing CFW at events or conferences
- Contributing to articles, interviews, or social media campaigns

Ambassadors are encouraged to participate in at least two activities per year where possible, but the level of involvement is flexible and based on your availability.

Step 4: Ongoing Support & Review

The CFW team will maintain regular contact with ambassadors to share event opportunities, provide resources, and offer support.





At the end of each year, ambassadors will be invited to provide feedback on their experiences, reflect on their contributions, and share success stories or lessons learned.

Who Can Be an Ambassador

Ambassadors come from all backgrounds and roles connected to construction. You can be:

- An **industry professional** working in construction, engineering, design, architecture, or project management
- A **student or recent graduate** pursuing a built environment qualification
- A **government or policy official** supporting equality and inclusion in infrastructure or housing
- A **business leader or employer** championing women's progression in the workforce
- Or simply a **passionate advocate** for gender equality in construction

The key requirement is a commitment to positive representation and authentic storytelling.

Code of Conduct

CFW Ambassadors are representatives of both the organisation and the wider mission to advance women in construction. All ambassadors are expected to uphold the highest standards of professionalism, respect, and integrity.

Ambassadors must:

- Represent CFW respectfully and in alignment with its mission and values
- Maintain professionalism when engaging with the public, media, or online audiences
- Respect confidentiality and privacy when sharing stories or experiences





- Avoid sharing any discriminatory, offensive, or politically sensitive content under the CFW name
- Use approved branding and materials when representing CFW
- Communicate promptly if unable to attend a confirmed event or engagement

Breaches of this Code may result in review or removal from the programme.

Safeguarding Guidelines

CFW is committed to ensuring all ambassador activities are conducted in a safe, respectful, and inclusive manner — particularly when working with young people or vulnerable groups.

Key Safeguarding Principles:

- **Professional Boundaries:** Ambassadors should maintain professionalism at all times during engagements.
- **Respect and Inclusion:** All participants should feel safe, included, and respected regardless of background or identity.
- **Confidentiality and Disclosure:** Any personal information shared in engagements should be treated sensitively and confidentially.
- **Appropriate Communication:** Communication with schools, participants, or organisations must occur through official channels only.
- **Reporting Concerns:** Any safeguarding or conduct concerns must be reported immediately to the Programme Lead at info@constructionforwomen.co.uk

Media & Representation Policy

As a CFW Ambassador, you may be invited to participate in interviews, promotional campaigns, or social media initiatives.

Please note:





- Always represent CFW in a positive, professional manner.
- Do not speak on behalf of CFW on sensitive policy or political matters without approval.
- Images, videos, or written content created at CFW events may be used for marketing or reporting purposes — consent will always be requested prior to use.
- For any press or media requests, contact the programme team before responding.

Feedback & Evaluation

To ensure a positive and impactful ambassador experience, feedback is collected throughout the year and after key events.

Ambassadors will be invited to complete short evaluations to reflect on their experiences, confidence development, and the outcomes of their engagements.

At the end of each year, CFW conducts a review to assess:

- The effectiveness and reach of ambassador activities
- Ambassador satisfaction and engagement levels
- Public and participant feedback from events
- Opportunities for improvement and further development

Your insights help shape future programme design and ensure that CFW continues to deliver meaningful opportunities for both ambassadors and audiences.

Data Privacy Statement

CFW handles all personal information in accordance with data protection laws and best practice.

Information Collected:

- Contact and role details





- Location and expertise areas
- Participation records and engagement feedback

Use and Retention of Data:

- Used solely for programme coordination and communication
- Stored securely and accessed only by authorised personnel
- Retained only for the duration necessary for participation
- Not shared with third parties without consent

Participants can request to access, update, or remove their data by contacting the programme team at info@constructionforwomen.co.uk.

Thank You

Thank you for joining the *Construction for Women Ambassador Programme*.

Your voice, your story, and your commitment make a difference.

By standing as a role model, you are helping others see themselves in this industry — and shaping a future where women belong everywhere in construction.

Together, we're not just telling stories. We're building women's futures — **together.**

