



## **Purpose of the Role**

The PCC UK Ambassador role exists to support the growth, visibility and credibility of the Palliative Care Collaborative (PCC) UK by promoting its ethos, values and offer across professional and community networks.

Ambassadors act as trusted advocates for PCC UK, helping colleagues and partners understand what PCC UK stands for, what it offers, and how people can engage with and benefit from its work.

The role is designed to be **supportive, proportionate and values-led**, recognising that Ambassadors hold substantive roles within their own organisations and professional contexts.

## **Nature of the Role**

- The Ambassador role is **voluntary and honorary**.
- It is **not a contracted, employed or representative governance role**.
- The role does not create any employment, agency or financial obligation on either side.

Ambassadors undertake the role alongside their existing professional responsibilities, with the agreement of their employer where required.

## **Time Commitment and Term**

- The expected time commitment is **light-touch and flexible**, typically averaging **up to 1–2 hours per month**, depending on opportunities and availability.
- The role is normally held for an **initial term of 12 months**, with continuation by mutual agreement.
- There is no expectation of activity every month; contribution will vary over time.

## **Key Responsibilities**

### **Representation and Advocacy**

As an Ambassador, you will:

- Promote the ethos, values and purpose of PCC UK through professional conversations, networks and collaborative forums.
- Raise awareness of PCC UK's activities and offer, including podcasts, webinars, workshops and learning opportunities.
- Act as a positive advocate for PCC UK, helping others understand its role within the wider palliative and end of life care landscape.

Ambassadors represent PCC UK **in principle and values**, rather than as formal spokespeople.

## **Building Relationships**

Ambassadors may:

- Attend local or regional events, meetings or forums where PCC UK's work is relevant.
- Engage with local leaders, professionals and interested parties to strengthen connections and collaborative opportunities.

All external engagement is subject to the Ambassador's own role, employer approval where required, and alignment with PCC UK's purpose.

## **Providing Information and Signposting**

Ambassadors are expected to:

- Maintain a general awareness of PCC UK's evolving work, offer and priorities.
- Be familiar with PCC UK website content to support appropriate signposting.
- Understand, at a high level, the areas of expertise held by PCC UK Directors and how to connect people for further conversation where appropriate.

Ambassadors are not expected to provide detailed advice or operational guidance on behalf of PCC UK.

## **Cultural Exchange and Intelligence Gathering**

Ambassadors play an important role in two-way learning and insight, by:

- Sharing relevant intelligence, emerging themes and opportunities from their networks.
- Contributing ideas or content suggestions for newsletters, webinars, workshops, podcasts and case studies.
- Supporting PCC UK to remain connected to practice realities and system priorities.

## **Role Modelling Excellence**

Ambassadors will be recognised as individuals who:

- Demonstrate leadership and commitment to improving palliative and end of life care.
- Model good practice and values-based approaches within their own roles and systems.
- Help set positive expectations for collaboration, inclusion and quality in palliative care.

## **Support, Induction and Communication**

PCC UK will support Ambassadors by providing:

- A light-touch **induction and briefing**, including key messages, current priorities and role boundaries.
- Periodic updates on PCC UK developments, activities and opportunities to contribute.
- Access to agreed materials, messaging and branding where appropriate.
- A named PCC UK Director or lead as a **point of contact** for queries, ideas and support.

## **Accountability and Governance**

- Ambassadors act **in alignment with PCC UK values and agreed messaging**, but do not hold decision-making authority on behalf of PCC UK.
- Ambassadors do not enter into commitments, partnerships or agreements on behalf of PCC UK.
- Any significant opportunities, media interest or external requests should be discussed with PCC UK prior to engagement.

## **Role Boundaries and Exclusions**

The Ambassador role does **not** include:

- Fundraising, commercial sales or contractual activity.
- Formal media engagement or public statements without prior agreement.
- Policy lobbying or political advocacy on behalf of PCC UK.
- Speaking or acting as an official PCC UK spokesperson unless explicitly agreed in advance.
- Providing clinical, legal or organisational advice under the PCC UK name.

These boundaries are intended to protect both PCC UK and Ambassadors, and to ensure clarity and consistency.

## **Review and Evaluation**

The effectiveness of the Ambassador role will be reviewed periodically through:

- Informal feedback from Ambassadors and PCC UK Directors.
- Reflection on engagement, reach and contribution to PCC UK's aims.
- Consideration of whether the role remains applicable.