



Ambassador TOOL BOX

SUBPROJECT: COMPETENCE DEVELOPMENT AND STAFF RECRUITING

Transnational project manager:

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Participating partners:

Luleå Sweden, Oulu Finland, Nærverkid Faroe Islands, Hornafjordur, Hafnafjordur,
Akureyri Island



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Background

Social Services in our municipalities will be facing new challenges in the future. The proportions of elderly in our municipalities have been predicted to increase in the coming years. This while youth number decreases. Fewer will be able to provide service and social care. At the same time increases the demand for customer focus and our activities will be forced to compete on an unprecedented scale.

Employer of choice – is all about being visible and being in the right context, to arouse curiosity and create interest. But also to meet the expectations built up in the employer's external marketing so that talented employees thrive in the organization and decide to stay.

Social Services will talk extensively about what we are doing, what we stand for and what we strive for. We want to attract, recruit and retain skilled and dedicated employees. Internally, it means that we will be an attractive employer for our existing employees. Proud employees are our greatest ambassadors. Externally, it means that we need to market ourselves in a completely different way to compete in tomorrow's market.

Within the EU project OLE1, subproject Competence Development and Staff Recruiting was one of the areas highlighted, the need to promote health and social care professions in new areas and with new techniques to attract potential employees.

One way to attract new employees is to let those who work in health and social care professions market themselves and their work in a positive way. By selecting employees from the organization itself as marketers of their own careers, we hope to create both interest and a credible picture of the health care professions. Selected employees are Ambassadors for their own profession. Ambassadors can also be called godparents or health patrol.

The aim is to attract young people to educate themselves and work with elderly in the future. It can also be used to reach people who want to change profession. Ambassadors will be used in efforts to find and recruit those who are interested to choose this type of education and occupation.



Mission: Ambassador

An ambassador is a person who represents the various jobs and activities in the elderly care. He/she markets the elderly care. The ambassadors can be students, trainees or educated experienced employees in the health and care systems. The ambassador informs interested people about the tasks they have, how it is to work with older and/or sick people. They also tell stories from their work. Meeting places can be in schools, fairs, education days, summer job days and courses for unemployed people. To invite young people to visit the ambassadors' workplace is another way to market their profession. Today many people also using social medias on the Internet as meeting place, www.facebook.com is one example.

An ambassador may himself formulate a description of his own profession orally and written. He will tell his own story and path to the profession and why their work is important.

Designated ambassadors have access to joint marketing materials. The material consists of a short film, brochures, power-point images, and if possible social media as Facebook and the employers' information on the Internet.

Ambassadors' meetings are arranged two to four times a year. The purpose of the meetings is so ambassadors get to know and can keep in touch with each other. At meetings future missions are planned and completed assignments are evaluated.

During OLE2 the concept with ambassadors marketing their own profession has been tested in participating countries.

TOOL BOX

Based on the work with the ambassadors concept we have prepared a Tool Box for any other organisation intressed in using ambassadors for marketing.

The Tool Box contents

Guidelines

Instructions for [how to start working with ambassadors](#) step by step

Documentations

Instructions on work process concerning [checklists, templates, advertisement, ambassadors' stories and equipment](#)

[Conclusions](#)



Guidelines

How to do – step by step

1.1 Designate responsible entity and person for the coordination of ambassadors

A responsible coordinator and convener of the ambassadors' missions should be within the organization. Proposed is the unit responsible for recruitment at the Human Resource (HR) department.

1.2 An analysis is needed for which professions will be marketed through ambassador Based on the organization's analysis and other documented future needs of different competences, decisions about which professions are to be promoted through ambassadors are taken.

Checklist – Requirement analysis

- What does the environment analysis made by the organization say
- What skills are needed in the organization
- What is the need in short and long term
- Document the specified skills and resource requirements

1.3 Decisions, occupations and number of ambassadors

Example: List of Ambassadors

| Occupation | Working area | No | Name | Contact | Head |
|-------------------------|------------------------------|----|---------|---------|---------|
| Assistant nurse | Assisted living/Nursing home | 2 | xxx xxx | xxxx | xxx xxx |
| Personal assistant | Disabled patients | 1 | xxx xxx | xxxx | xxx xxx |
| Supervisor for disabled | Disabled patients | 1 | xxx xxx | xxxx | xxx xxx |
| Nurse | Health Care | 1 | xxx xxx | xxxx | xxx xxx |
| Occupational therapist | Health Care | 1 | xxx xxx | xxxx | xxx xxx |
| Physioterapist | Health Care | 1 | xxx xxx | xxxx | xxx xxx |



1.4 Inventory of forum for marketing activities by ambassadors

Meeting places can be in schools, fairs, education days, summer job days and courses for unemployed people. To invite young people to visit the ambassadors' workplace is another way to market. Today many people also are using social medias on the Internet as meeting place.

| Occupation | Physical Meeting places | Internet |
|-------------------------|--|--|
| Assistant nurse | Education days at school, trade fairs, summer job days, own workplace, courses for unemployed people | www.lulea.se www.youtube.com www.facebook.com |
| Personal assistant | Education days at school, trade fairs, summer job days, own workplace, courses for unemployed people | www.lulea.se www.youtube.com www.facebook.com |
| Supervisor for disabled | Education days at school, trade fairs, summer job days, own workplace, courses for unemployed people | www.lulea.se www.youtube.com www.facebook.com |
| Nurse | Education days at school, trade fairs, summer job days, own workplace | www.lulea.se www.youtube.com www.facebook.com |
| Occupational therapist | Education days at school, trade fairs, summer job days, own workplace | www.lulea.se www.youtube.com www.facebook.com |
| Physioterapist | Education days at school, trade fairs, summer job days, own workplace | www.lulea.se www.youtube.com www.facebook.com |



1.5 Advertising of ambassadors mission

An [internal job advertisement](#) for ambassadors is sent out to all workplaces within the organization through e-mail and/or the internal website.

1.6 Interviews and selection of ambassadors from the established criteria

The selection of ambassadors have been made by interested employees have received expressions of interest. Subsequently, the selection was based on factors as will and interest, personality, ability on the working situation, diversity and equality. It has also been important to anchor the ambassador's missions with each ambassador's immediate superior. Interviews are hold with appropriate candidates and a selection are made of those best suited. The ambassadors are put togheter in groups who working togheter.

1.7 Information meeting with selected ambassadors

The responsible coordinator arranges the information meeting and tells the selected ambassadors about the mission.

An ambassador is a person who represents the various jobs and activities in the elderly and social care. He markets the elderly and social care. The ambassador informs interested people about the tasks they have, how it is to work with older and/or sick people. They also tell stories from their work. Each ambassador get the task to formulate a description of his own profession orally and written. He will tell her own story and path to the profession and why his work is important.

Meeting places can be in schools, fairs, education days, summer job days and courses for unemployed people. To invite young people to visit the ambassadors' workplace is another way to market. Today many people also are using social medias on the Internet as meeting place.

Designated ambassadors have access to joint [marketing materials](#). The material can consists of a short film, brochures, power-point images, and possibly social media as Facebook and the employers' information on the Internet. On the meeting the ambassadors will be informed about what marketing material they have access to and can be using in their mission as ambassadors.

The ambassadors may also be participating in the development of marketing materials for the ambassadors such as film, power-point, brochures.



1.8 Each ambassador expresses his own description of his work, the way to their profession and why their work is important

1.9 Start and schedule for the ambassador mission

1.10 Ambassadors participate in planned missions during the year

The ambassador informs interested people about the tasks they have, how it is to work with older and/or sick people. They also tell stories from their work.

1.11 Ambassador meetings arranged two to four times a year

Ambassadors meeting are arranged in order to maintain contact, update news in the area, planning for future missions and evaluating completed assignments.

It is the responsible coordinator who arranges the ambassadors meetings.



Documentations

Here you can find examples of equipment and templates to we have been using when marketing with ambassadors.

Equipment for Ambassadors

Hafnafjordurs Facebook site on Internet

http://www.facebook.com/update_security_info.php?wizard=1#!/profile.php?id=100001585896000

Short movie with ambassadors from Luleå

<http://www.youtube.com/watch?v=kygWS2b-KNU>

Example of Brochures

[Attraktiv Arbetsgivare Luleå](#) and [flyer about occupations](#) (in swedish)

[Health Patrol is coming](#) Norway

Example of Links Helsefagararbeider in Norway

www.ks.no/helsefagarbeider

www.helsefagarbeider.org

www.verktoykassen.no/helsefagarbeider

Introductions for ambassadors in Hafnafjordur

Schedule for course/meetings, Information material for ambassadors

T-shirts with professional title

[Proposal press T-shirts](#)

Example of ambassadors' stories

Ambassadors' stories

Ambassador – Advertisement



Do you want to become an ambassador for your profession?

As an ambassador, you are a proud co-worker who can tell other about your profession and provide a credible image of your work visiting schools, fairs and career days.

Job description

The ambassador's mission is to help strengthen the organisations brand and visibility of common values. We want to attract, recruit and retain skilled and dedicated employees. As ambassador, you yourself describe your profession orally and with written text. Tell your own story and path to the profession and why your work is so important. The mission includes providing information in schools, at fairs and career days for your profession, recruitment needs and to some extent educational pathways. You are one of several ambassadors who, together or alone promote your profession.

Qualifications

As an ambassador, you are interested in telling your story to others who might one day become your colleague. You can express yourself well in speech and writing. You like cooperating with others, have a positive approach and are committed to your work.

Extent of the assignment

Participate in information sessions for schools and participate in trade fairs some times a year. Join ambassador meetings two to four times per year.

Contact

By organization designated contact person (name, e-mail and phone). Expression of interest submitted to your immediate supervisor for forwarding to the responsible contact person.

We value the qualities that an even age, gender and cultural diversity brings to the business.



Example of ambassadors' stories

Personal assistant ambassador's story

Hello! My name is XX and I work as personal assistant, a profession that does not actually been around for more than 16 years. The law LSS was taken in 1994 by the government which means that people between 18 and 65 who have a permanent disability would be allowed to seek assistance to cope with their daily lives. Insurance is the body that grants the possibility to get assistance and then the applicant has the opportunity to choose who you want to carry out such assistance. In the current situation are a variety of private actors, but it is the municipality which always has the ultimate responsibility that the assistance provided. I have chosen to have the municipality as an employer because it guarantees a secure job and went on to become a personal assistant from 1994 to prior to having worked in home care and nursing home since 1985.

My job means that I can help the customer I work with so she/he is given the chance to live as good a life as she/he wishes. Depending on who I work with they "borrow" my different "body parts" that is, I can be helping with my hands, feet, eyes, ears, memory, speech, all depending on the disabled customer. Achieving the goal is to help and work for the customer to be as independent as possible, ie to help themselves. Since I am of the same customer at all times during my shift so it is important to work together mentally, much depends on personal chemistry. Usually I work only with a customer over a long period of time, the longest I have been with one and the same is five years. But I have also worked in the so-called temporary worker pool where I went around to different customers and only made occasional service for a day.

You come very close to your customers and they often create personal ties, to still maintain their professionalism and not be too private. The profession requires sensitivity, empathy, flexibility, sense of responsibility and commitment. We Assistants will be helpful but not seen too much, keep us in the background when it is the customer's desire and actions to the greatest extent applies. Much depends on the distinction and many times also motivate the customer to change negative life patterns. No matter what my personal opinion is it is always the customer who decides, and we can only be indicative of different life decisions that will take.

What part of the job is, in other words, everything from helping customers to manage their personal hygiene, toileting, cooking, cleaning, washing, shopping, pursue hobbies, work, telephone contacts with authorities, public communication, visiting friends and family, do all sorts of matters and purchasing . All the customer fails to single hand and that this might be done in a previously healthy life. The tasks and nature of the work depends on who you work with and how this person has chosen to



base his life.

I really enjoy working as a personal assistant, I enjoy working with people and make a difference for others and it is in my opinion the most rewarding, personality development and various jobs you can have! No day is ever the same and the bargain developed me as a person and human being.

Assistant nurse in home care ambassador's story

Within Social Services there are a variety of work. The I work in units with a small fine words, ordinary homes, home care services.

One day in home care can vary very much because we offer many different services. Some of them are walker, walking, respite for families, help with meals, cleaning and supervision.

So for one day helping our customers with the simplest of everyday life as breakfast, cleaning, dressing and intimate care, the second day to call and make an ill trip to Sunderbyn hospital and then follow them there in the doctor's appointment or the like.

Working in home care is an incredibly rewarding job if you enjoy working with people. You really feel that it makes a difference in people's lives.

I myself have worked in healthcare for nearly ten years. Began work on the so-called "long-term care" and then move to retirement homes, and now I work in home care. There I worked for four years.

Since I've worked with so many different areas in healthcare, I can say that working in home care is the best so far. Just for the variety and freedom as follows. No day is ever the same. You never know how the day to end.

This may not suit everyone but me it's perfect. You upload and plan one's days as you feel (within reason of course). Do you have to be quite volatile and are not afraid of change if it will work in my profession.



Meetings with students in Hafnarfjordur

The course/meetings were held in the school and at the Social services alternately. Every meeting lasted for 45 minutes.

A [powerpoint](#) was used to presenting the project and the aim with the course.

Schedule

23. August 2010 1. Lesson

Slide 1-2

- The project presented to the students of psychology course no. 201 in the school Flensburg

30. August 2010 2. Lesson

Slide 3-4

- 5 students aged 17-19 years selected to participate in the project, which is part of psychology course, no. 201
- Students introduced themselves and discussed why they were interested in participating in this project.
- Discuss the concept of aging in general and students guided by readings for next time

2. sept. 2010 3. Lesson

Slide 5-12

- Departments and the presentation slides
- discuss in detail the work on services for the elderly
- Discuss in detail attitudes towards the elderly and the expectations in working with elderly

3.sept. 2010 4. Lesson

- Continued discussion on work with and for the elderly and expectations
- Introduction of home care worker, the students can discuss with and who will be available to them in the project

5.sept. 2010 5. Lesson

- Students discuss and consider the marketing of service jobs with the elderly
- The group split into two smaller groups and decided which tasks each group had
- Group 1 will take care of the textwriting in the brochure and advertisement
- Group 2 will make the Facebook page and a short film



9. sept. 6. Lesson

- Discussion in detail the contents of 7-8 and example given
- Reading material studied closely and discussed
- Work closely with both groups and they assisted in their project

10. sept. 7. Lesson

- Students in both groups meet professional home care services employee and have an interview with him about the pros and cons of working with homecare

13. sept. 8. Lesson

- Both groups of students interview an elderly individual and discuss the service. The client had consented to do this interview beforehand.

16. sept. 9. Lesson

- Students are assisted with their projects
- Discussion about the Facebook page, contents and management

17. sept. 10. Lesson

- Last lesson with students.
- Students reported the progress of the project, to be finished on 27th Sept., and returned to the teacher in Psychology course as well as to us. They then present it to fellow students

27. sept. 11. Lesson

- Students present their project to the teachers and other students in the psychology course
- Due to lack of time the making of the short film was not completed but is now. (Feb 2011) being made



Conclusions

By selecting people from the own organization as marketers of their own professions you create a credible image of the profession. The organization's future skill requirements govern the selection of ambassadors.

It is important to select ambassadors that are well acquainted with the organization and are interested in their work. Key factors in the selection of ambassadors are willingness and interest in their work and mission as an ambassador, opportunity depending on the work situation, diversity and equality. It is also important to inform the ambassador's immediate superior about the importance of the ambassador's missions.

Having a responsible coordinator of the ambassadors are of great importance. It is the designated coordinator who decides which fairs and career days ambassadors participate in. The coordinator is also responsible for contacts and cooperation with schools and other relevant organizations. Planning for participation in various activities is carried out annually, as far as possible to facilitate participation in the activities of appointed ambassadors. The ambassadors have their regular jobs to take care of and need to plan their leave of ambassador assignments in a timely manner.

If you want to work with social medias, for example Facebook it may be wise to consider what you want with the site before you start. Having a clear strategy and long-term thinking what you want with the page and how to use it is to be recommended. On the Internet you can find links about what to think about when handle social medias.

How to start a site on facebook you can read about on www.facebook.com

Making a locally produced film showing the ambassadors in their daily work is a great way to market themselves through new media. The film can be used when visiting schools, to show visitors and posted on the Internet via, for example www.youtube.com or organization's own website. You can also use the film as a complement to advertising for new employees to show what the job entails.

Costs

Because costs vary from country to country it can be a good suggestion to do a Time and cost plan for implementing ambassadors in the organization. And also to decide within the organization who is responsible to pay for ambassador's expenses during a mission.



Template – Time and cost plan

| Activity | Hour/Cost |
|---|-----------|
| Need analysis | |
| Inventory of forum for marketing | |
| Interviews and selection of ambassadors | |
| Marketing | |
| Ambassador meetings | |
| Ambassador missions | |