



Ambassador — Role Description

A guide for those invited to become an Ambassador for the Institute.

Thank you for your interest in becoming an Ambassador for the Institute for Advanced Learning and Metacognition (IALM). This role description explains what the role involves.

About the Institute

IALM is a registered charity dedicated to advancing the science and practice of learning, thinking, metacognition and cognitive development. Our mission is to bridge the gap between academic research and real-world application, so that more people can learn and develop effectively.

The role of an Ambassador

An Ambassador is an active champion of the Institute. You help us raise awareness of our work and reach new audiences — using your platform, your networks and your voice to carry our mission further than we could alone.

What we would ask of you

- To champion the Institute's work and help carry our mission to new audiences.
- Where you are able, to help raise awareness — for example through your networks, social media, or speaking.
- To attend or speak at our events from time to time, as your schedule allows.
- To support our campaigns and appeals where you are willing to do so.
- To uphold our values, and to act in a way consistent with the Institute's standing.

What the role is not

Being an Ambassador is not a trustee or advisory role, and it carries no governance, legal or financial responsibility for the charity. You act as a supporter and champion; you would not speak on the Institute's behalf in any official capacity unless we have expressly agreed that you will.

Who we are looking for

- A platform, voice or network you can use to advocate for our mission.
- Genuine passion for learning and for the work of the Institute.
- Credibility and good standing in your field or community.

Term and commitment

Ambassador roles are normally offered for a defined, renewable term — for example, two to three years. The commitment is active but flexible, and we will always be mindful of the demands on your time.

Appointment and due diligence

Ambassadors are appointed with the approval of the Board of Trustees. We carry out proportionate due diligence and, because our work involves children and young people, this may include a Disclosure and Barring Service (DBS) check where the role is eligible. We will agree how your role is described, and will never describe you publicly as an Ambassador until you have confirmed your agreement in writing.

Expressing interest

If you would like to discuss the role, or to lend your support as an Ambassador, please contact Fabian Lord at info@theialm.org. We would be delighted to hear from you.