



Equality & Diversity in Local Councils

Diversity Ambassador Role Specification (Elected Member and Officer)

May 2023

Purpose of the Diversity Ambassador Role

The Diversity Ambassadors will work within their Council and community to support delivery of the regional Equality Diversity and Inclusion Strategy and Action Plan and help to drive behavioural and cultural change across the local government sector.

The role of the Diversity Ambassador is important because they will work at all levels helping to create a fair, accepting, inclusive culture which in turn will help to reduce the chances and any occurrence of discrimination allowing everyone to feel welcome, cared for, safe and valued.

Diversity Ambassadors Role Description

The Diversity Ambassador will:

1. Champion equality, diversity and inclusion across the Council.
2. Challenge other elected members and senior staff to promote the values of equality diversity and inclusion.
3. Act as a focus in the Council for:
 - engaging with stakeholders
 - sharing best practice on equality diversity and inclusion
 - driving positive actions
 - developing networks
 - participating in the promotion and development of equality, diversity and inclusion events held by the Council
4. Attend development events organised for Diversity Ambassadors to:
 - help mentor new Diversity Ambassadors
 - share good practice
 - develop case studies of good practice as appropriate.
5. Understand and effectively represent priorities for the local government sector in terms of equality diversity and inclusion.

6. Participate in task and finish groups that may be required to address any emerging equality, diversity and inclusion issues.

Training and Support Provided to Diversity Ambassadors

Diversity Ambassadors will receive regular training and support from the Equality Diversity and Inclusion Group Secretariat and will include:

- A guided review of the Equality Diversity and Inclusion Strategy and Action Plan
- Information on equality reports such as the Equality Baseline and Impact Study
- Equality, Diversity and Inclusion Training and updates
- Cultural awareness and a positive attitude towards the provision of equitable services