

Benefits of being an ambassador



- Inspire a Young Person to want to join your business
- Good publicity based around social responsibility for your business and you
- Increase your understanding of Young People's capability, skills and aspirations
- Improve the employability opportunities of the future Marine sector workforce
- Contribute to your personal and professional development
- Improve your communication and presentation skills to young people
- Use of the CMA ambassador logo and resources including your own bespoke business profile (which we will publicise on the CMA website and social media)
- We will also provide free training for the role
- Possible access to other opportunities; either voluntary/paid, apprenticeships, training or attracting future investment into your business
- Support and guidance from us



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For more information
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Cornwall Marine Academy

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CMN and CMA are part of the Cornwall Marine Network group

Are you interested in becoming a CMA Marine Ambassador?

Are you interested in supporting Young People into the Marine sector?

Talk about your career

Raise aspirations

Provide links into industry



Talk about job opportunities in our sector

Inspire the next workforce

Improve employability





The value Cornwall Marine Network (CMN) adds to the Cornish economy

CMN was established in 2002 by local Marine employers as a not-for-profit company limited by guarantee, designed to support Marine businesses within Cornwall and the Isles of Scilly to grow and improve their community impact.

The Cornwall Marine Academy (CMA) was created in 2008 to find solutions to problems reported by local Marine employers when trying to employ young people for their future workforce.

Employers identified insufficient employability skills, young people lacking awareness of career opportunities in the Marine sector, a lack of any meaningful work experience and sometimes a poor work ethic.

Since 2008, the CMA has:

- **Delivered careers advice to more than 35,000 young people aged 14 to 16 years old**
- **Gained an excellent track-record of delivering industry-led programmes**
- **Worked with over 100+ voluntary Ambassadors to promote Marine careers in Cornwall**

Support includes: careers advice, taster sessions, work placements at Marine businesses' premises, industry recognised vocational qualifications, 1:1 mentoring and group-work and Marine training embedded into the school curriculum.

CMA was the winner of the inaugural National Maritime UK "Future Skills" award in 2019 for our work with Young People delivered by our Marine Ambassador team.



Why become a Marine ambassador?

Marine Ambassadors to help and enlighten Young People who are looking for information on the Marine sector. Often, young people looking for jobs and/or training are not aware of the opportunities the local Marine sector has to offer.

What is a Marine Ambassador's role?

- To raise awareness of the Cornish Marine sector
- Promote your organisation, give an insight into your job role and your journey getting there
- Share prospects with career opportunities in the Marine sector
- Advantages and disadvantages of your job role
- How you got into the Marine sector and your experiences
- Skills and training needed to do your job
- Raise Young People's interest into a future career in our sector



To become a Marine Ambassador you need to;

- Work or be involved in a Marine sector business
- Be able to communicate about your job role and experiences
- Be able and willing to volunteer some of your time to support:
 - | School visits
 - | Visits to your working environment
 - | If possible, consider offering meaningful work experience
 - | Discuss any jobs/apprenticeships you may be recruiting for at your own business