



**NTIA**

NTIA Regional Ambassador  
Role Description

## Overview & Purpose

To support our goal of increasing the reach and scale of our work, we wish to establish a stronger regional presence which will include developing our regional support network including members, partners, sponsors, and friends of the NTIA.

The Regional Industry Ambassador role is flexible but there is an expectation that they will attend up to three events per year, including a local NTIA Industry Dinner, which will involve generating interest and attendees from their area. We may also ask you to speak about NTE in your area at such events, and if you so wish, may get involved in key notes and panels on internal and external events.

Regional Industry Ambassadors should also be happy to speak to our central PR for interviews / quotes as well as to their local press to help us gauge a deeper insight on topical issues by interviewing key stakeholders within each region to make it more relevant. Use social media to help raise awareness, spread campaign/appeal messages, and encourage others to become involved.

## Role Requirement

- Commitment and enthusiasm for the Night-time Industry, the NTIA and its objectives.
- Commitment to drive the NTIA's objectives at a local level, ensuring engagement is fortified across all regions through a unified message.
- Willingness to support the NTIA locally by attending local events and/ or awareness raising events that are happening within an hour of where they live.
- Ability to communicate effectively and passionately to a variety of audiences.
- Engage in Working Group meetings to contribute on key areas of focus (of your choice), as part of the NTIA's 2023/ 2024 strategy, from your locality's perspective
- Establish relationships with the Police, Local Authorities and Key Stakeholders within your region to raise awareness, encourage collaboration and build bridges for our members.
- Help us to establish and develop a regional committee to drive NTE (region appropriate)

## Additional Information

Regional Industry Ambassadors are unpaid, although reasonable out-of-pocket expenses will be met. After 12 months, RIA may be considered to become a member of the Board.

## Relationships

Regional Industry Ambassadors will be supported by the CEO and the Company Secretary. We will provide information about the NTIA and the opportunity to meet people within our industry across the country. We will keep Regional Industry Ambassadors up to date with developments that relate to our work and your community.

As an Association that provides services for public benefit, we must be conscious of the Association's reputation and need to comply with both Association and Company law. If a Regional Industry Ambassador was operating outside of the law in any capacity, either on a personal or professional level, or they did something that could be deemed to be detrimental to the good name of the Association, the NTIA reserves the right to end the relationship with the Regional Industry Ambassador.

## Time Commitment

We anticipate the time dedicated to the above activities will be a few hours a month, on a sporadic basis and can be fluidly accommodated around your own business commitments.