

Ambassador Briefing Pack

Thank you for volunteering your time to be a Royal Society of Biology Ambassador

Ambassadors are enthusiastic, active and engaged members of the Royal Society of Biology who act as the key contact for the RSB within their workplace. Increasing the reach of the Society, you will represent the RSB at several internal events per year, representing the RSB, promoting the work of the Society, and engaging new and current members with Society opportunities and the benefits of membership.

This briefing pack outlines the communications and resources available to you.

We look forward to working together with you to make the 12 month pilot scheme a success, and thank you once again for your ongoing commitment to supporting and promoting the science of life!

COMMUNICATION WITH THE RSB

Your main contact point at the Society

We have a dedicated inbox for related communications, so please contact ambassadors@rsb.org.uk. This mailbox will be monitored by 2 members of staff. For Ambassadors working in:

- **Industry**, your main point of contact will be Alexandra Spencer, Membership Development Officer.
- **Higher Education**, your main point of contact will be Lucy Coia, Membership & Marketing Officer.

Monthly updates

At least once a month, you will receive an email update containing:

- **Information for you**
This is information that will be of interest to you, such as RSB ambassador specific updates and sharing other ambassadors' news etc.
- **Information to share**
This will be RSB updates that you can circulate internally, such as upcoming grants and competitions, events to attend, information about how to make the most of membership, voluntary opportunities etc.

Questions and ideas

Please keep us informed about any events you are delivering or attending, recruitment campaigns you are running, and further ideas you have. We will work with you to support these activities, and aim to share highlights with all ambassadors to fuel ideas and collaboration.

Your questions and ideas will help us to improve our current resources. For example, we could demonstrate how to deliver a membership presentation in a webinar.

REPRESENTING THE SOCIETY AT AN EVENT

Events are a brilliant way to harness dedicated time with a group of people. As an Ambassador, we request that you commit to attending or organising a minimum of 1-2 events per year within your workplace representing the RSB, promoting the work of the Society and the benefits of membership.

Suggested event ideas

We are very keen to speak with you about any ideas you may have, here are a few:

- Attending an onsite event, such as a biological sciences careers day or research conference, with a stand of literature.
- Hosting an event, such as inviting an RSB staff member to deliver a lunchtime seminar, an FRSB to give a talk, or collaborating with a forum based at your institution (for example, a Biosciences Society, postgraduate research society, or lab group).
- Co-ordinating an event with an RSB regional branch event at your workplace.

Before the event

Notify us

We ask that you tell us about events you're intending to host or attend, as we would like to offer our support.

Planning to host an event?

Please complete the event risk assessment form at www.rsb.org.uk/toolkit for each event that you organise, and send to ambassadors@rsb.org.uk.

After the event

Post-event impact form

To help us monitor the impact of the Ambassador pilot scheme, we ask that you complete this form to record:

- Event name, location and date.
- Number of people who attended, and if any completed the membership interest forms.
- Your personal event highlight.
- Any pictures from social media and/or related social media posts.

FACILITATING NEW MEMBERS TO JOIN

Members are the lifeblood of the Society, and we look forward to working together with you to spread the benefits of membership. We want to support you to engage more people at your workplace with the Royal Society of Biology and, where appropriate, to actively encourage eligible members to join.

We have several tools detailed below that will help you to do this.

The online Membership Toolkit

A range of resources are available for you to use to promote the benefits of RSB membership, including more information about RSB membership grades, FAQs, promotional and presentation materials for use at events, interest forms for potential members to fill in and PowerPoint presentations.

You can access all of these at www.rsb.org.uk/toolkit

If you have ideas for amending current resources, creating additional resources, or have any questions you need answering, then please let us know ambassadors@rsb.org.uk.

Membership interest forms

These forms are available for you to download, print and cut from the online membership toolkit. Please use these to capture information about the prospective member, and either scan them to send to ambassadors@rsb.org.uk, or post them to Ambassadors, Royal Society of Biology, Charles Darwin House, 12 Roger Street, London WC1N2JU, including your name (so we know who sent them!).

Please make sure that you adhere to the [General Data Protection Regulation \(GDPR\)](#) and destroy documents containing personal data – if you have emailed scanned forms, please destroy the forms, and delete both the document and email in your sent folder.

Email

Membership promotion email template

If you would like a membership promotion email template to circulate internally, please contact ambassadors@rsb.org.uk and we will write one for you.

Email signature

We will provide you with an image to attach to your email signature, signifying that you are an official RSB ambassador.

COLLABORATION

We are keen to facilitate collaboration between RSB Ambassadors and interested groups

Profiling Online

This is to help promote what our Ambassadors are doing, both professionally and as an Ambassador of the Society.

RSB website

We will ask for your photograph, an email address to contact you on or a link to your page on your institutions' website, and your preferred social media ID (eg. Twitter handle, LinkedIn profile). This will be displayed on the Ambassadors section of the website to facilitate people who are looking for the RSB key-
onsite contact to contact you.

Writing for the RSB Blog and *The Biologist* magazine

If you would like to be profiled in *The Biologist* magazine, write about something new that you're working on for the blog, or have an idea for a larger opinion piece in the magazine, please let us know. Our editor will be notified and will contact you.

Social media

We will explore when and where it's appropriate to share Ambassador related news on social media.

RSB Regional Branches

The Society has 19 regional branches, led by a board of members from that particular region. They run a variety of events, including social events, public outreach activities and small conferences. You will be introduced, by email, to your regional branch for future collaboration opportunities.

University student-led Biosciences Society (HE Ambassadors Only)

We encourage collaboration between Ambassadors and student led Bioscience Societies within your institution.

RSB registered Bioscience Societies

If your University has a Bioscience Society registered with the RSB, then we will introduce you by email to our point of contact there. We'd like to encourage you to work with them, for example, they could source students to volunteer at your RSB Ambassador events, or you could work together to run a lunchtime lecture.

Bioscience Societies not yet registered with the RSB

If you are aware of student led bioscience societies within your institution, and we confirm that they're not yet registered with the RSB, please put us in contact with them so that we can invite them to become registered with us and benefit from the above. Benefits of their registration can be found at www.rsb.org.uk/biosocs.

School and Colleges Affiliation Scheme (SCAS)

There are currently 200 school and colleges registered as members of the Society. We will include information about RSB Ambassadors in their newsletters, and signpost them to contacting you via the website if they want to discuss any ideas (eg. Speaking at their school/college or organising an event together.)