

JEDS Ambassador Programme

Information for prospective ambassadors

A JEDS Ambassador is someone who uses their voice, network, skills and enthusiasm to help raise awareness of eating disorders and champion the work of JEDS in Jersey.

Why are we creating a JEDS Ambassador Programme?

JEDS wants to build a small network of people who genuinely believe in our work and would like to help us reach more islanders. Ambassadors would become trusted advocates for JEDS — helping us increase awareness, challenge stigma, open conversations and connect the charity with communities, organisations and potential supporters.

What would an Ambassador actually do?

There is no single 'Ambassador job description'. We would work with each person around their interests, skills, confidence and availability.

Champion JEDS: Talk positively about JEDS and our services, mission and campaigns when appropriate.

Raise awareness: Share JEDS campaigns, awareness days, events and educational messages through social media or their own networks.

Open doors: Introduce JEDS to businesses, community groups, schools, clubs, workplaces or other organisations where there may be opportunities to collaborate.

Support fundraising: Help promote fundraising activities, encourage sponsorship or donations, attend fundraising events and potentially organise an activity of their own.

Attend events: Where possible, attend JEDS events as a representative, supporter or guest and help create visibility for the charity.

Use their skills: Offer professional or personal skills where useful — for example media, public speaking, networking, photography, business connections, events or communications.

Share the message: Help challenge myths and stigma around eating disorders and promote compassionate, recovery-focused messages.

What we would NOT expect

- A fixed number of hours each month.
- Someone to personally fundraise or donate money.
- Ambassadors to provide counselling, clinical advice or peer support unless they are separately authorised and trained by JEDS to do so.

- Ambassadors to share personal recovery or family experiences publicly. Personal disclosure would always be a choice.
- Ambassadors to speak on behalf of JEDS on sensitive or controversial matters without agreeing this with the JEDS team first.
- Ambassadors to be available at every event or campaign.

A flexible commitment

We recognise that people have busy lives. Some ambassadors may be highly active, while others may simply share occasional posts, make introductions or attend a few events each year. The aim is quality, authenticity and mutual benefit rather than a large time commitment.

Examples of Ambassador involvement

Level	Possible involvement	Typical commitment
Occasional Champion	Share key campaigns; attend an event; introduce a contact.	A few times a year
Active Ambassador	Regularly share JEDS content; attend events; make introductions; support fundraising.	Around 1–2 hours a month, flexible
Campaign Ambassador	Take a more visible role in a particular campaign, event or awareness initiative.	More activity around agreed campaigns

What JEDS would provide

- A clear introduction to JEDS, our work and the Ambassador role.
- Information and key messages so ambassadors feel confident representing the charity.
- Campaign and social-media content that can easily be shared.
- Invitations to relevant JEDS events and opportunities.
- A named point of contact within JEDS.
- Guidance around boundaries, confidentiality, safeguarding and representing the charity.
- Recognition of ambassadors on appropriate JEDS platforms, where agreed.

Representing JEDS

Ambassadors would be associated with the JEDS brand and therefore would be expected to represent the charity respectfully and in line with its values. JEDS would provide simple guidance on use of our name, logo and messaging.

- Be respectful, inclusive and non-judgemental.
- Avoid giving medical, nutritional or therapeutic advice on behalf of JEDS.
- Protect the confidentiality and privacy of people who use JEDS services.
- Check with JEDS before making formal statements to the media or committing the charity to a partnership or activity.

- Be clear when expressing personal opinions that they are personal opinions rather than an official JEDS position.

The kind of person we are looking for

You do not need to be famous, have a large social-media following or have a professional connection to eating disorders. We are looking for people who:

- Genuinely believe that people affected by eating disorders deserve compassionate, accessible support.
- Are comfortable speaking positively about the importance of eating-disorder awareness and support.
- Are reliable, respectful and willing to work collaboratively with JEDS.
- Have a community, professional, personal or social network they would enjoy connecting with JEDS.
- Bring enthusiasm, ideas, skills or connections that could help JEDS grow its reach and impact.

Possible benefits for Ambassadors

- Be part of a meaningful local cause and help improve awareness across Jersey.
- Meet other supporters, community leaders and organisations.
- Use your own platform, skills and connections for positive change.
- Be invited to selected JEDS events and campaigns.
- Receive recognition as a JEDS Ambassador, subject to agreement.
- Develop experience in charity, community engagement, campaigning or fundraising.

How it could start

We would begin with an informal conversation rather than asking someone to sign up immediately. We would discuss why they are interested in JEDS, what they might enjoy doing, any relevant skills or connections, and what level of involvement feels realistic.

1. Informal conversation with JEDS.
2. Agree whether the Ambassador role feels like a good fit.
3. Agree the type of involvement and any specific boundaries.
4. Provide Ambassador information.
5. Begin with a small, manageable activity and review how it is working.

Our shared aim

Together, we can help make conversations about eating disorders more open, compassionate and informed and help more people in Jersey find the support they need.