



**YOUTH
WITHOUT
LIMITS**

#CAREER'IZZ

**HIRE ME,
DID DOFE**

**GO
INSTOPPABLE**

INSTOPPABLE

UK Youth Ambassador

**The Duke of Edinburgh's Award
2026 – 2027 Programme Information Pack**



OUR PURPOSE

At the Duke of Edinburgh's Award (DofE), we help young people build lifelong belief in themselves, supporting them to take on their own challenges, follow their passions, and discover talents they never knew they had. Because when you prove to yourself that you're ready for anything, nothing can hold you back.



OUR VALUES

Underpinning every aspect of our work are our shared values. They define our culture, show what we stand for and describe how we get things done.



I am empowering

I trust my colleagues; I create opportunities for others to learn and develop. I am positive and solutions-focused. I learn from my experience and that of others and I celebrate achievement in all its forms.



I am inclusive

I am a team-player and collaborate with others to find the best solutions. I am friendly and approachable. I value diverse perspectives and actively seek to understand and act on the insights and lived experiences of others.



I have integrity

I do what I say I will. I am tenacious about maintaining high standards and am always looking for ways to make things better. I willingly take on responsibility and I stand up for what I believe to be right.



I am dynamic

The needs of young people are central to my decision-making. I am optimistic, enthusiastic and open to new ideas. I'm agile in my approach and I make working and volunteering with the DofE a fun experience.

**A message from the
UK Youth Engagement Project Manager
Ash Williams**



Welcome to the DofE UK Youth Ambassador programme. I am delighted that you are interested in volunteering for The Duke of Edinburgh's Award.

The UK Youth Ambassador programme is about to enter its sixth year, with the launch of our 2026-2027 cohort. I feel proud to have worked with so many passionate and inspirational DofE Award holders from across the UK. The Youth Ambassador's work has genuinely shaped the direction of the charity, inspired more young people to take part in the Award and influenced change on a wider scale – with Youth Ambassadors championing youth voice and speaking out on issues which impact their generation.

This is an exciting time for the DofE, with the charity celebrating its 70th anniversary this year and with the launch of the new strategy 'World Ready', it is important, now more than ever, that young people are listened to and their voices heard. Through the UK Youth Ambassador programme, we can continue to work toward our ambition to reach any young person from across the UK to access a DofE programme.

If you are positive about the DofE, passionate about helping more young people access the Award and committed to making positive, lasting change on the decisions which impact your generation, we'd love to hear from you. Thank you for your interest in the UK Youth Ambassador programme. I hope after reading this pack you feel inspired to apply for the role.

Diversity, Equality, and Inclusion

The DofE is committed to creating a diverse UK Youth Ambassador team. It is important that our Youth Ambassadors represent all young people taking part in the DofE from across the UK. We welcome applications from young people from diverse backgrounds, religions, cultures, gender identities, abilities, and perspectives.

Youth Ambassadors are supported throughout their time on the programme by our dedicated Youth Engagement staff team. Additional tailored support is provided for anyone who requires it. The staff team are on hand throughout to ensure all Youth Ambassadors can have the best possible experience.



“ I applied for this role because I wanted to share a wider representation of young people who have done or are doing their DofE. Just go for it! You never know what you can achieve if you don't try. ”

Evie B

Main purpose

DofE UK Youth Ambassadors are champions for the DofE. Through their work, they raise awareness of the Award, advocate for young people and ensure youth voices are heard - shaping the direction of the charity and influencing decisions which impact their generation. Through the programme, Youth Ambassadors represent the charity, networking with participants, staff, donors, DofE Leaders and other youth charities. They share their DofE stories and lived experiences to educate, engage and inspire others. They're collaborators, looking to work with other like-minded people from across the UK. Youth Ambassadors are both positive and solution-focused, with an interest in tackling issues which are affecting society. They are determined to make a positive, lasting change, both within the DofE and on the wider world.

Role description

As a UK Youth Ambassador, you can expect an engaging and varied programme of meaningful activity, with both online and in-person opportunities. This is a 12-month commitment running from July 2026 – June 2027. If successful, you will be part of a team of 30 Award holders, from a range of backgrounds, based across the UK.

Every Youth Ambassadors experience is different and is dependant upon your interests and what you are looking to achieve within the role. The programme can be tailored to suit your specific areas of interest, and the Youth Engagement staff team will work to provide you with suitable opportunities throughout your time on the programme. The Project Officer will be on hand to guide and support, with regular check-ins and weekly updates on our online Slack channel.



What does the DofE UK Youth Ambassador programme involve?



As part of the role, you will have access to monthly skills building workshops ranging from a Body Talk public speaking master class and media training to inspirational speaker sessions and visual goalsetting. We also offer the opportunity for Youth Ambassadors to undertake a fully funded mental health first aid qualification. We can adapt the workshop content each year based on the interests of the cohort. Through these sessions you will be equipped with skills to excel in your role, experience to enhance your CV and to utilise in daily life. Most workshops are delivered online through Microsoft Teams, enabling Youth Ambassadors to connect UK wide.



You will be invited to represent the DofE at a range of events, supporting teams such as Fundraising, External Affairs and Operations. This could involve speaking on a panel, sharing your DofE personal story, networking with guests or you could even run a marathon! The event opportunities are varied and you opt-in based on your availability and interests. You will be supported with pre-event briefing calls and a designated point of contact. The events are an exciting part of the role and could see you representing the DofE at Buckingham Palace, in Parliament, at a political party conference or even overseas, in collaboration with The International Award.

Check out some of our event highlights...

➔ **Youth Without Limits Live**

➔ **Youth Ambassadors Instagram Highlights**

➔ **Gold Award Celebrations**



We work closely with the Engagement Team, who regularly champion the work of the Youth Ambassadors on the DofE's social channels. With your consent, we will create and share your DofE bio and press release to raise awareness of your role. This could lead to your DofE story being profiled in your local newspaper and even opportunities to speak on the radio.

Youth Ambassadors can raise awareness of different topics (such as being a first time voter or undertaking the Expedition during Ramadan) by co-creating blogs and video content which are platformed on the DofE website.



We are always looking at ways to ensure the DofE remains relevant, challenging, accessible and achievable for all, and Youth Ambassadors play a key part in this. During the programme, you will be invited to give feedback and share your views through online focus groups. These could be focused on making changes to sections within the DofE programme, giving feedback on projects across the charity or shaping the work of external organisations in the youth sector. As a youth charity, the voices of young people are essential.

See some of the Youth Ambassadors content creation...

➔ National Youth Strategy

➔ Autism Awareness

➔ Party Conferences

Requirements to apply

To apply to become a 2026 – 2027 DofE UK Youth Ambassador you must meet the below criteria:

- Aged 16 – 24 at point of application
- If you are under 18, have consent from your parent or carer to apply
- Achieved a minimum of one level of your DofE Award (**Bronze / Silver / Gold**)
- Have enough time to commit to the programme, engaging with weekly updates, monthly online sessions and a minimum of 5 in-person events throughout the year
- If shortlisted, be available to attend a 30-minute online interview between Monday 1 – Friday 12 June (we will work with you to find a suitable time)
- If selected, be available to attend the online Welcome Session on Thursday 2 July from 6.30pm – 8pm & the in-person Body Talk training day on Friday 10 July 10am – 4pm*

*This will take place in central London, and all transport and accommodation (where required) will be arranged and paid for in advance by the DofE. Additional support can be provided; this includes staff chaperones from London train stations to and from the venue. Lunch is included and you will be able to reclaim the costs of other expenses (agreed in advance by the Youth Engagement team).

You should also be:

- Passionate about the DofE and willing to share your experiences with others
- A team player looking to work collaboratively with young people from across the UK and the DofE staff team
- Open to sharing your feedback and engaging in discussions about key issues impacting young people

The programme is inclusive and flexible, with additional support available, ensuring this is an opportunity that all Award holders can apply to be part of.

“It helped me build my confidence, try new things and step outside my comfort zone, and I want other young people to have that same opportunity.”

Alexandra



What's in it for you?

If you are successful in your application, you will benefit from:

- Access to our 12 month programme between July 2026 – June 2027
- Opportunities to represent the DofE at a range of in-person events
- Access to monthly skills building workshops
- A branded DofE Youth Ambassador polo shirt, fleece and badge
- A free 16-25 railcard lasting 12-months (which can also be used to discount personal travel)
- All travel and accommodation (where required) associated with your role booked and paid for by the DofE
- Meeting like-minded young people who share a passion for the Award
- Networking opportunities with internal and external stakeholders
- The programme counting toward the Volunteering section of your DofE Award
- Gaining valuable experience for your CV and a chance to hear more about additional opportunities within charity and youth work settings
- A team of dedicated staff to support your development in the role
- A certificate (signed by Ruth Marvel OBE, CEO) upon completion of the programme

“I would describe the Youth Ambassador programme as energetic, uplifting, and full of opportunities!”

William



Ambassador highlights

Read some of the highlights from the UK Youth Ambassadors.



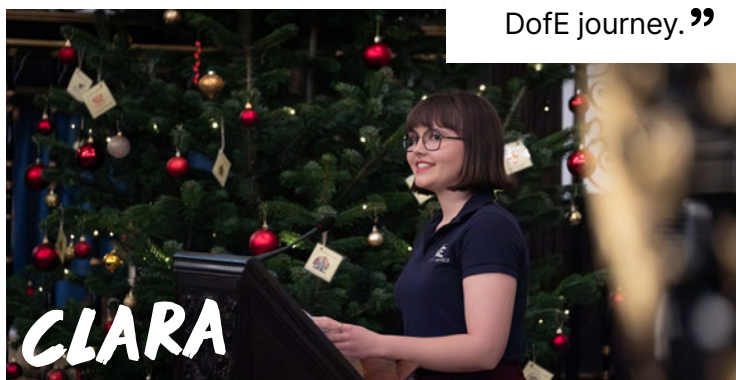
“Through the programme, I have become a lot more independent and confident in myself. I have enjoyed meeting new people and taking part in team-building activities like Go Ape!”



“The programme is an opportunity to develop confidence, communication skills, and build connections. Through advocacy, storytelling, and leadership, we have been able to encourage others to embark on their own DofE journey.”



“This programme has meant so much to me. It’s given me the opportunity to really be myself and develop skills that I can use for the rest of my life.”



“Some highlights include cycling from London to Brighton to raise vital funds for the DofE and co-hosting the first festive concert. Whether in person, chatting to enthusiastic young people, or online taking part in focus groups and workshops, the programme has given me the insight to develop my skills as part of a supportive network.”



“I have been able to attend some fantastic events across the UK, including hosting Youth Without Limits LIVE: Beyond the CV in Cardiff. The programme is not a huge time commitment, and you get out of it what you put in.”

You can hear more reflections from the UK Youth Ambassadors and read about their DofE journeys [here](#).



Next steps

Having read through the Programme Information Pack we hope you feel excited about the prospect of becoming a Youth Ambassador for The Duke of Edinburgh's Award. We expect you will have plenty of questions about how the role works. We have put together some FAQs on the website (link shared below).

Applications open at 10am on Monday 20 April and will close at 5pm on Monday 18 May.

For more information and to apply please visit:

UK Youth Ambassadors - The Duke of Edinburgh's Award 

If you have any questions, please contact: ambassadors@dofe.org

