

Cymdeithas
Amaethyddol
Frenhinol
Cymru

Royal
Welsh
Agricultural
Society

2026 RWAS Ambassador Brecknockshire



Noddwr / Patron: His Majesty King Charles III
Prif Weithredwr / Chief Executive: Aled Rhys Jones BSc (Hons) MRICS FAAV NSch
Cadeirydd y Cyngor / Chairman of Council: Nicola Davies BA Hons, FRAgS

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Enclosed Information

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About the Royal Welsh Agricultural Society

Established almost 120 years ago, but with a firmly modern outlook, the Royal Welsh Agricultural Society occupies a unique place in the rural and cultural landscape of Wales. As a registered charity, our core aim is to promote sustainable agriculture, horticulture, forestry, conservation and the environment in Wales. We deliver on these objectives by staging three major events annually, alongside a number of awards, bursaries and scholarships.

In addition to our own events, we host a number of third-party events on our 150-acre showground, generating key income to underpin our charitable work.

Looking ahead the Society, like all organisations, will need to evolve to remain relevant. We have a number of exciting projects in the pipeline and a drive to embrace change and grow the success of our events.

The RWAS is indebted to the support of its members serving on the Advisory County Committees throughout Wales and the border counties. These counties have an opportunity on a rota basis to become the RWAS Feature County for a given year; the RWAS President and Ambassador for that year are appointed from the county and can influence aspects of the RWAS events. The Feature County also agrees to fundraise for a project on the Showground and this arrangement has been invaluable to develop the site.

The objectives of the Royal Welsh Agricultural Society as a charity are:

- To promote sustainable agriculture, horticulture, forestry, conservation, and the environment and in particular Wales.
- To encourage and promote agricultural science, research, and education in particular in relation to food, farming, and the countryside.
- To promote the improvement of livestock, the welfare of animals and the prevention and eradication of diseases in animals useful to man.
- To hold demonstrations of modern agricultural methods, technology, and processes.
- To hold shows for the exhibition of livestock, poultry, farm and horticultural produce and forestry, and for the demonstration of agricultural methods, machinery and modern technology and hold events of an ancillary nature.
- To promote and advance for the benefit and education of the public the conservation protection and improvement of the physical and natural environment; and
- To promote rural arts, culture, and heritage.

APPOINTMENT GUIDELINES

- ❖ ***Could you be the person to promote the Royal Welsh Agricultural Society's aims and objectives and be a key spokesperson and fundraiser?***
- ❖ ***Would you be interested in helping to plan, coordinate and be a driving force in organising fundraising events and activities with your own feature county committee?***

- ❖ ***Would you be comfortable meeting and interacting with people from across the Society, taking part in live tv and and radio interviews and creating content for social media?***
- ❖ ***Do you have a passion to work alongside the RWAS Future Generations and Marketing & Communications Committee to influence the Society's direction and work?***

If the answer to these questions is **YES**, then you could be the ideal candidate for the important and prestigious role of RWAS Ambassador.

These notes are intended to provide general guidance regarding:

- what commitments are expected from our RWAS Ambassador
- the support you can expect from the Society
- the personal qualities which we believe will help individuals to fill this unique role successfully

COMMITMENT

The RWAS Ambassador is selected for a twelve-month term of office, which corresponds to that of their feature county. However, it embraces a two-year period to include the year as an Elect. The successful applicant will serve as an Elect from appointment at the RWAS Council meeting on the 6th December 2024.

We expect the successful applicant to support the current Ambassador in their work. You will also find this a rewarding period, which should prepare you for the exciting year which awaits you.

The RWAS Ambassador will be a key team player and leader within their feature county. Traditionally the feature county works tirelessly in order to raise funds towards a selected project on the showground in Builth Wells. Activities and events which are organised by the feature county also tend to galvanise the sense of community spirit and cooperation within our rural areas – another fantastic reward of being RWAS Ambassador.

The Society's main events are the Smallholding and Countryside Festival held in May, the Royal Welsh Show in July and the Winter Fair in late November or early December. The RWAS Ambassador should be present and active throughout these events. Sponsors, exhibitors, and visitors appreciate the Ambassador's presence, and an important aspect of their work is to ensure that people are happy, enjoying the events and helping to convey the RWAS's gratitude for their support.

Interaction with exhibitors and their promotion on social media platforms at our events has been developed in recent times and is part of the RWAS Ambassador's itinerary. We would expect the Ambassador to work with the marketing team on content creation for social media during events. An Instagram account has been launched for the RWAS Ambassador, and during the year the RWAS Ambassador is responsible for posting content, from county activities and at the RWAS events.

The RWAS Ambassador will be invited to be part of the RWAS Marketing & Communications and Future Generation Committee who meet several times a year. Both Committee's hold hybrid meetings giving you the option to join virtually. The Ambassador is also expected to attend the RWAS Council meeting and the RWAS Annual General Meeting. Virtual meetings will be held with the postholder from time to time especially prior to the Society's events.

Every effort should be made to attend these important meetings.

The candidate will be expected to work with the administration, business, and marketing team to develop a mutually agreed and bespoke itinerary for the Society events.

SUPPORT

The RWAS Ambassador is supported by the Chair of the Marketing & Communications and RWAS staff. An induction meeting will be held with the RWAS Ambassador and Elect at the beginning of the year to offer advice and information with regards to the RWAS and its expectations.

Are you able to commit time to support the many meetings, fundraising activities, and Society events during your year as elect and in post?

THEME

The Ambassador will be encouraged (and assisted, if necessary) to choose a theme, stemming from one of the charity's objectives, to promote throughout their year.

The Society would like to encourage the post holder to be imaginative, make the role more varied and interesting as well as allowing them to bring their own ideas, skills, experiences, and personality to the role.

Their itinerary at the events will incorporate the theme - liaising with relevant businesses and organisations, visiting other agencies to highlight and promote their work to a wider audience.

Recent themes include:

2022 – Membership

2023 - RWAS Rural Leadership Programme

2024 – Mental wellbeing of people living in rural communities

The Ambassador will need to feed back to the Marketing & Communications Committee on their theme, highlighting key moments/points raised etc.

Do you have a theme in mind? How do you anticipate delivery of this? Why have you chosen this particular subject?

THE IDEAL CANDIDATE

These guidance notes are in no way intended to be prescriptive. We are looking for an individual with enthusiasm and confidence for the honorary role of RWAS Ambassador

and, importantly to promote, the Society's aims and objectives and be a leader within their county. You will need to be charismatic, have natural excellent people skills and be a good listener, willing to work hard and be committed to the role. We are therefore looking for somebody with energy and drive and able to undertake this voluntary role.

Do you have these qualities? Can you give us examples of past experiences which demonstrate these qualities?

We are also aware that this role has evolved considerably over the past 30 years, and this is only right if the RWAS Ambassador is to remain relevant to the Society and able to make a valuable contribution. It is therefore imperative that you can bring your own ideas to the role and think of new ways of promoting the work of your feature county and the Society as a whole.

If you think that you are ready for such a challenge and possess the qualities which we are looking for in our RWAS Ambassador, why not give it a go? It could lead to one of the most exciting and rewarding experiences of your life!

RULES AND REGULATIONS

1. The interview panel will consist of two independent people nominated by the RWAS, and one individual to be nominated by the County Advisory Committee.
2. Previous Lady Ambassador/Ambassador postholders are not eligible to compete.
3. Candidates must be 21 years and over on the 1st of December 2024 and 35 years and under on the 1st of December 2025 and their electoral address must be within the Feature County on the date of application.
4. The Welsh Language is not essential for this role; however, applications are welcome from candidates who demonstrate their capability to conduct the role in both English and/or Welsh.
5. The successful applicant will receive £500.00 towards expenses at the commencement of their year as the RWAS Ambassador.
6. Applications must be sent to the RWAS Head of Administration and the interview arrangements will be organised by her however the applicant will be informed of the panel's decision by the County Advisory Committee.
7. Commitments –
During their Elect year they will be expected to attend the following –
 - Council meeting - December 2024
 - Smallholding and Countryside Festival 2025 - One Day of the Two-Day event
 - Royal Welsh Show 2025 - Sunday evening and Two days of the Four Day event
 - Royal Welsh Winter Fair 2024 - One day of the Two-Day event

During the year in post as Ambassador the post holder will be expected to attend the following –

- RWAS Council Meeting - December 2025
- Smallholding and Countryside Festival 2026 - Two days
- RWAS Annual General Meeting - June
- Royal Welsh Show 2026 - Four days plus Sunday
- Royal Welsh Winter Fair 2026 - Two days plus Sunday
- RWAS Marketing group meetings - Three times a year (hybrid)
- Future Generations Committee - Two to four meetings (hybrid)

Also, to be a member of their Feature County Advisory Committee whilst in post.

In the role as Elect and in post there will be many county-based commitments.

8. The RWAS Ambassador Elect will receive a lapel badge which should be worn at all relevant functions. Prior to the beginning of the RWAS Ambassador year, the lapel badge will be handed over to the new RWAS Ambassador Elect and a new lapel badge, dated and inscribed will be presented to the Ambassador.

9. Privacy

As part of the recruitment process, the organisation collects and processes personal data relating to the applicants for the honorary post. Your information will be shared for the purposes of the recruitment process with the relevant RWAS Feature County Committee and the selection panel along with the RWAS Head of Administration.

The organisation will not share your data with third parties unless your application is successful. Due to the nature of the post your name will be shared within the Society and media.

You are under no statutory or contractual obligation to provide data to the organisation during the recruitment process. However, if you do not provide this information, the organisation may not be able to process your application properly or at all.

The organisation takes the security of your data seriously and your information will be destroyed after the recruitment process if you have been unsuccessful.

10. Please note this invitation is for voluntary assistance only and no compensation should be expected in return for services provided as a volunteer. This arrangement does not constitute an employment relationship either now or at any time in the future.

By order of the Board of Directors



ROYAL WELSH AGRICULTURAL SOCIETY LTD

APPOINTMENT OF 2026 RWAS AMBASSADOR
Breckonshire – Feature County

APPLICATION FORM

APPLICATIONS CLOSE: Friday 25th October, 2024

Interviews will be held early evening in November 2024

Name (Mr / Mrs / Miss / Ms) _____

Electoral Address _____

Post Code _____

Address _____

Tel No _____

Email Address _____

Date of Birth _____

Present employment or occupation _____

Brief particulars of Education/ Interests/ Main Hobbies

Please note your interview language preference
