



Association of Dentists in Aesthetic Practice

BRAND AMBASSADOR - ADAP

Organisation: ADAP UK Limited – Association of Dentists in Aesthetic Practice

Role: Brand Ambassador

Reporting to: Chief Executive / Board Director responsible for Business Support, Membership and Communications

Location: UK – primarily remote, with attendance at selected events and meetings

Status: Ambassadorial / consultancy / voluntary role, as agreed

Term: 12 months, renewable by mutual agreement

1. Role Purpose

The Brand Ambassador will act as a high-profile representative and advocate for ADAP UK Limited, promoting the Association's values, professional standards, membership benefits and commitment to excellence in medical aesthetics.

The role is intended to strengthen the Association's profile within the dental, medical and aesthetic communities, support membership growth and help establish ADAP as a respected professional body for practitioners working in dental and medical aesthetics.

The Brand Ambassador will represent the Association professionally and appropriately at industry events, conferences, educational activities, social media and other relevant forums.

2. Key Responsibilities

Brand Representation

- Act as an ambassador and positive representative of ADAP.
- Promote the Association's vision, mission, values and professional standards.
- Communicate consistently with the Association's agreed brand positioning and messaging.
- Represent ADAP at selected conferences, exhibitions, meetings and professional events.
- Support the development of ADAP's reputation as a credible and respected professional association.



Association of Dentists in Aesthetic Practice

Membership Development

- Encourage appropriately qualified professionals to consider membership of ADAP.
- Promote the benefits and value of membership.
- Introduce potential members, partners and professional contacts to the Association.
- Support membership recruitment campaigns and initiatives.
- Provide feedback on the needs, expectations and interests of existing and prospective members.

Communications and Social Media

- Support ADAP's communications and marketing activities.
- Where appropriate, create or contribute to professional social media content.
- Share approved ADAP news, campaigns, events and educational initiatives through personal professional networks.
- Participate in interviews, podcasts, webinars, videos or other promotional activities where agreed.
- Ensure all communications are accurate, professional and consistent with ADAP's policies.

Events and Engagement

- Attend agreed ADAP events and represent the Association.
- Participate in panel discussions, presentations, webinars or networking activities where appropriate.
- Help build relationships with practitioners, educators, industry stakeholders and other professional organisations.
- Support the Association in identifying opportunities for collaboration and engagement.

Professional Advocacy

- Promote high standards of professionalism, patient safety, ethical practice and continuing professional development.
- Encourage practitioners to maintain appropriate education, training, competence and professional standards.
- Act as a positive role model for the principles and values promoted by ADAP.



Association of Dentists in Aesthetic Practice

3. Professional Conduct

The Brand Ambassador must:

- Maintain high standards of professional and personal conduct.
- Comply with all applicable professional, regulatory and legal requirements.
- Comply with ADAP's policies, procedures and codes of conduct.
- Protect confidential information obtained through the role.
- Avoid making statements on behalf of ADAP unless authorised to do so.
- Clearly distinguish personal opinions from official ADAP positions.
- Declare any actual, potential or perceived conflicts of interest.
- Not use the ADAP name, logo or brand in a way that could damage the Association's reputation.
- Ensure promotional communications comply with applicable UK advertising and professional requirements.

4. Person Specification

Essential

The successful candidate will:

- Be an established and respected professional within dentistry, medicine, medical aesthetics or a closely related field.
- Have an appropriate professional qualification and, where applicable, current registration with the relevant professional regulator.
- Demonstrate a strong commitment to patient safety and professional standards.
- Have excellent communication and interpersonal skills.
- Be confident representing an organisation publicly and professionally.
- Have an established professional network within the relevant sector.
- Demonstrate credibility and integrity.
- Be comfortable engaging with social media and digital communications.
- Support the aims, values and objectives of ADAP.

Desirable

- Experience in medical aesthetics, cosmetic dentistry or a related speciality.
- Experience speaking at conferences or professional events.



Association of Dentists in Aesthetic Practice

- Existing professional or social media profile within the sector.
- Experience in education, training, mentoring or professional development.
- Experience working with professional associations, membership organisations or industry bodies.
- Experience creating professional digital or social media content.

5. Key Competencies

The Brand Ambassador should demonstrate:

Professional credibility – respected by peers and committed to high standards.

Communication – able to communicate complex professional issues clearly and appropriately.

Influence – able to engage and inspire practitioners and stakeholders.

Integrity – acts ethically and places professional standards and patient interests first.

Relationship building – able to develop constructive relationships across the profession and wider sector.

Commercial awareness – understands the importance of membership growth, partnerships and sustainable development while maintaining professional independence.

Digital confidence – able to use social media and other digital channels effectively and responsibly.

6. Authority and Boundaries

The Brand Ambassador is not authorised to:

- Enter contracts or financial commitments on behalf of ADAP.
- Make regulatory, legal or official policy statements on behalf of ADAP without prior approval.
- Commit ADAP to partnerships, sponsorships or other arrangements.
- Represent personal commercial interests as being those of ADAP.
- Approve the use of ADAP's intellectual property outside agreed arrangements.



Association of Dentists in Aesthetic Practice

Any public statement on behalf of ADAP must be within the authority delegated to the Brand Ambassador.

7. Conflicts of Interest

The Brand Ambassador must disclose any relationship, commercial interest, sponsorship, employment, consultancy or other activity that could create an actual or perceived conflict with their role.

Care should be taken where the Ambassador has relationships with manufacturers, suppliers, training providers, clinics or other commercial organisations operating within the aesthetics sector but this will not be a barrier to appointment.

ADAP reserves the right to require disclosure of relevant interests and to manage or restrict activities where necessary to protect the Association's independence and reputation.

8. Performance and Review

The Brand Ambassador's contribution will be reviewed annually against agreed objectives, which may include:

- Membership referrals and engagement.
- Attendance and participation at agreed events.
- Contribution to communications and social media activity.
- Development of professional relationships.
- Support for membership and brand awareness initiatives.
- Contribution to the reputation and profile of ADAP.

A formal review will take place at least annually.

9. Remuneration

The role is voluntary with reasonable pre-approved expenses reimbursed in accordance with ADAP's expenses policy.

OR



Association of Dentists in Aesthetic Practice

Paid on an agreed consultancy or ambassadorial basis, with remuneration and expenses set out in a separate agreement.

The Brand Ambassador will not be an employee of ADAP unless expressly stated in a separate written agreement.

10. Confidentiality and Intellectual Property

The Brand Ambassador must maintain confidentiality regarding information obtained through their relationship with ADAP.

Any use of ADAP's name, logo, photographs, promotional materials or other intellectual property must comply with the Association's brand guidelines.

Where content is specifically commissioned by ADAP, ownership and permitted use will be agreed in writing.

11. Appointment and Termination

Appointment will be subject to approval by the ADAP Board.

Either party may terminate the appointment by providing 30 days' written notice, or immediately where there is serious misconduct, reputational damage, breach of confidentiality, regulatory concerns or other circumstances that make continuation of the appointment inappropriate.

12. Role Statement

The Brand Ambassador will be an important public representative of ADAP and will be expected to demonstrate the highest standards of professionalism, integrity and conduct.

The Ambassador should actively support ADAP's objective of promoting **high-quality professional practice, patient safety, education, ethical standards and continuous professional development within dental and medical aesthetics.**



Association of Dentists in Aesthetic Practice

Key Contact

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