

ISUOG Ambassadors Terms of Reference

Purpose

ISUOG Ambassadors are globally representative clinical and professional leaders who advance the Society's mission by connecting local communities with global strategy, promoting excellence in ultrasound practice, strengthening partnerships, and contributing to education, research, advocacy and member engagement worldwide. They are active and engaged members of ISUOG who have volunteered, and are qualified, to take on significant duties in support of ISUOG's activities in dedicated geographic regions or within a specialism.

Ambassadors recognise that the requirement to support ISUOG's activities means they may have to curtail other activities that could be seen as conflicting with ISUOG's. Ambassadors commit to work co-operatively, collegiately and ethically with all ISUOG's members and stakeholders.

Key responsibilities

Vision

- To promote all of ISUOG's activities predominantly locally, but also worldwide and within their own speciality.
- To deliver an active and engaged membership appropriate to a learned society as well as connecting with professional partners.

Mission

- To increase the number of members who demonstrate engagement with the Society by attending events, using the website or volunteering.
- To establish relationships with potential and existing partners and sponsors to develop their relationship with ISUOG.

Objectives

- To promote ISUOG primarily in the region for which they are appointed, but also overall and globally.

Membership

- Ambassador status can be applied for as part of the open and competitive recruitment process taking place each year.
- Appointment as ISUOG Ambassador is initially for three years, renewable once, subject to successful completion of the mid-term review.

Application process

- ISUOG members will be informed about the opportunity to apply by open advertisement on the website and via a newsletter as and when a vacancy becomes available.
- Applications will be reviewed by the Secretariat to ensure compliance with the eligibility criteria below. Then, the Nominations Committee will consider suitable applicants and will pass on the list of applicants that they recommend to the Board of Trustees. Trustees will vote on all eligible candidates by secret ballot at the next Trustee Meeting.
- All applicants must meet all of the following criteria:
 - Active ISUOG membership.
 - Good standing professionally with no outstanding or past adverse disciplinary, regulatory or criminal investigations.
 - Full compliance with [ISUOG Code of Conduct](#).
 - Current residence and work in the geographical area for which they apply unless in exceptional circumstances.
 - Good links with local organisations and a local contact base that might help ISUOG.
 - Must have demonstrated the ability to deliver ISUOG education in the geographical region or specialism for which appointment is sought, e.g. by having organized an ISUOG-approved course in the region for which appointment is sought.
 - Must demonstrate a thorough understanding of ISUOG's Mission, Vision and consequential activities and a willingness to mentor, support and co-operate with all local ISUOG members as well as trainees.
 - A willingness to help ISUOG Secretariat organise local events for members to improve member engagement.
 - Proactively promote ISUOG membership, educational activities, events, Journal and clinical resources in social media, websites and other channels in their region of influence.
 - A willingness to work with the Secretariat to identify and make contact with potential partners (including Government organisations) and sponsors to increase their involvement with ISUOG.

Re-appointment

- To be eligible for re-appointment for another three-year term, the Ambassador must have completed a thorough mid-term self-assessment that is submitted to the Secretariat (and which may be reviewed by the Honorary Secretary). In addition, the Ambassador must have completed regular 6-month reviews on set KPIs during their term of service undertaken by the Honorary Secretary and the Ambassador together, to clearly indicate the contribution that the member has made to the advancement of ISUOG.

Approved by the Board of Trustees at the Trustee e-meeting on 27 July 2020. Additional decisions around regular reviews were approved on 8 March 2026.

Governance

- Appointment as an ISUOG Ambassador is initially for three years.
- Where there is absence of applicants for the role of Ambassador in a particular region, the past Ambassador can continue in their role with immediate effect as Honorary Ambassador, subject to a successful assessment indicating their positive contribution and commitment to ISUOG's mission in the region they operate in. The Honorary Ambassador will also solicit potential candidates for the role of Ambassador in their region of influence.
- The members of the Ambassador Group report to the Trustees via the Honorary Secretary who is also Chair of the Nominations Committee.
- The Ambassador must complete a mid-term self-assessment that is submitted to the Secretariat (and which may be reviewed by the Honorary Secretary) and should complete an end-of-term review.
- An Ambassador automatically becomes a member of the ISUOG Advisory Group for as long as they are actively serving as an Ambassador. On ceasing to be an Ambassador, the individual retires from the Advisory Group.