

Job Description

Post title: Student ambassador
Salary: National Living Wage, plus 12.07% accrued annual leave per total value
School/Department: Marketing and Communications

MAIN PURPOSE OF THE JOB

Student ambassadors support the work of the Marketing and Communications team and are responsible for representing the University in activity primarily aimed at prospective students. This activity will include supporting student recruitment events (open days, applicant days and taster days), participating in visual and written content creation, acting as a first point of contact for online enquiries and supporting with school visits and HE fairs.

Once you are registered as an ambassador, you do not need to apply again and will continue to be an ambassador throughout the duration of your studies unless you resign from the scheme.

Applications may not be accepted from final year students, excluding postgraduate students, depending on your subject.

RESPONSIBILITIES AND DUTIES

As a student ambassador, you will primarily be providing event support (ie supporting key student recruitment events including supporting your School/course at our open days, applicant days and taster days) - these events are mandatory for all ambassadors to participate in. In addition to event support, you will be given the opportunity to a variety of other jobs depending on the needs of the University, this may include supporting Marketing and Communication with event set-up and preparation, telemarketing, administrative work, photoshoots and wayfinding during peak times in the academic year (ie start of term, graduation etc), as well as working during the summer to support with Clearing. In addition to this, you may also choose to specialise in one or more of the following areas:

Supporting with school visits/fairs

As an **Education Liaison ambassador**, you will support the team by being an active participant in external visits to schools and Higher Education fairs/exhibitions. Also helping out with school visits to the university campus.

You could get involved in:

- delivering talks on student life or a specific subject area
- confidently answering prospective students' questions about their areas of interest in a face-to-face setting
- assisting the Education Liaison team with setting up and facilitating school visits etc.

Content creation

As a **social ambassador** you will be involved in all things content creation and help to paint a picture of what life at Herts looks like through photo, video and written content. You may produce this content yourself or feature in photo/video shoots led by the university's marketing team.

This specialism will consist of:

- Content production (ie video, photography and blogs) for use on the university's channels
- collaborating with other content creation ambassadors to develop ideas
- providing photo/video coverage for events on campus
- developing creative, trendy ways to showcase life at Herts etc.

Online student support (via Unibuddy)

Buddies act as a first point of contact for prospective students and operate online via the Unibuddy messaging platform. As a buddy, you will be a brand ambassador for Herts, answering questions from prospective students and sharing inspiring and exciting content (ie blogs and vlogs) about your life as a Herts student.

Under this specialism, your responsibilities will include:

- 1x hour a week dedicated time on the platform responding to prospective students queries about life at Herts and course info
- creating blog and/or vlog content to showcase what it's like to study at Herts etc
- creating a buzz: share your passion and enthusiasm for your course and Herts.

To read more about specialisms, please visit Ask Herts - <https://ask.herts.ac.uk/student-ambassadors>

All student ambassadors will be required to attend a compulsory paid training session or workshop prior to completing their first job.

This role is flexible around your studies, and as such there is no guarantee of hours/work each week. There are no minimum hours required to work per week, however students are expected to work a minimum of 8 hours throughout the academic year.

International students will be required to work hours in line with their student visa if relevant – working no more than 15 hours per week during term time.

This document outlines the broad duties of a student ambassador at the University of Hertfordshire. It is not intended to be a comprehensive or exhaustive list and the duties and expectations of student ambassadors may vary over time which do not change the general nature of the role, or the level of responsibility entailed.

FACES, our core values, inform and sustain all of our activities. On an individual basis we are:

- Friendly
- Ambitious
- Collegiate
- Enterprising
- Student-focused

PROFESSIONALISM

Punctual and well organised
Good communication skills
Good customer service skills
Able to work well in a team or alone
Able to follow procedures or instructions accurately
Willing to satisfy an enhanced Disclosure and Barring Service Check
The ability to exercise confidentiality and discretion
Able to travel to and from schools and colleges in order to carry out face-to-face exchanges

CHARACTER

Confidence in communicating with groups of people from various ages/backgrounds etc
Enthusiasm for the University of Hertfordshire, and promoting Higher Education
Enthusiasm for helping others
Able to share your experience of life, school, university and work with people who may benefit from it
Able to handle pressure while remaining calm and polite with guests, staff and other students etc
Proactive with a positive team spirit
Hard working and flexible attitude to work
Willing to develop new skills by attending training and taking on new challenges

FOR EDUCATION LIAISON AMBASSADORS

Willingness to work with and support all prospective students, parents and teachers where appropriate
Willingness to travel to events off campus (expenses and time paid for)
Comfortable to attend events alone or with other ambassadors (training will be given)
Willing to deliver talks and answer questions in front of live audiences, physically and virtually
Able to problem-solve and adapt
Knowledge of the university and its areas of study (does not need to be in-depth)
Able to be friendly and welcoming at events

FOR SOCIAL AMBASSADORS

Student content creators must be knowledgeable of and have experience creating video content for at least one of the following platforms: Instagram, TikTok and/or YouTube.
Always quick to spot trending topic on various social channels
Basic editing skills with Cap Cut/Adobe Premiere Pro

FOR UNIBUDDIES

Must be strong communicators. Being a great communicator online means writing in a clear and concise way, coming across as open and friendly, and even using emoji. Unibuddies should be a supportive and helpful resource to the range of prospects that will start a conversation for help or university guidance
Be proactive, engaging, enthusiastic and use your initiative. You should be friendly, keen to help and get to know prospective students. Be engaging when sharing your experiences but always remember that you are a brand ambassador of Herts to, and if there's something you don't know, use your initiative to best help the prospect (whether it's signposting them to the correct place on the website, or asking us for more help)
Well organised. Unibuddies tend to work more independently so you'll need to manage your time when responding to prospects within the guidelines
Creative with great writing and/or vlogging skills. Part of your role on Unibuddy is also about showcasing your experience through blog/vlog content so we're looking for creative writers that can write engaging blogs, or record vlogs. Content should be inspiring and engaging with attention to detail, proof reading, and stylised in a user-friendly way