



Marketing and Events Student Ambassador Job Description

Role:

The Marketing and External Relations department are looking for current undergraduate and postgraduate City, University of London students interested in becoming Marketing and Events Student Ambassadors.

As an ambassador, you will play a pivotal role in our marketing and outreach activity for prospective students. You will contribute to the promotion and representation of City at online and offline events, external visits, and for marketing content creation. You will be the face of the University and characterise what it means to be a City student and what it is like studying in London.

Through this Scheme, you will have the opportunity to be involved in as many of the following activities, depending on your shown interests and expertise:

- **Events** – support with the delivery and success of events on campus and online, including Undergraduate Open Days, Postgraduate Open Evenings, Undergraduate Applicant Days, Taster Days, campus tours and online virtual events.
- **School Liaison** – visit schools for talks and workshops, attend higher education fairs and exhibitions, and show visitors around City's campus. You will talk directly to prospective students, their teachers, and their families about your student experience, our courses and entry requirements.
- **Content creation** – partake in photo/video shoots, assist with City's social media activity, and produce authentic written, video and image-led content (i.e., student blogs/vlogs, student testimonials, etc.).
- **Online forums** – answer questions on student forums and/or become a representative and create content for City's online peer-to-peer platform "Unibuddy".
- **Market research** – participate in focus groups and opinion panel.

Duties and responsibilities:

This Scheme will give you the flexibility to be involved in a variety of roles but the purpose of them and the responsibility of a Marketing and Events Student Ambassador remains the same – to represent City, share your passion for City, impart student experiences and inspire potential students. Full training is provided where relevant.

- **On-campus events:**
 - Welcome prospective students and their guests to City.
 - Represent your course, school and/or department and providing information on what it is like to study here.
 - Answer questions about the event or university life in general.
 - Provide logistical support and help visitors find their way around campus.
 - Deliver tours of the campus and other facilities at City.
- **Online events:**
 - Chat with prospective students about your course, school and/or department.

- Provide logistical support in running the event.
- Deliver virtual tours of the campus and other facilities at City.
- You may also have the opportunity to produce content to be used in online events.
- **Schools Liaison**
 - Represent City at events primarily in London. These events are usually held in schools and colleges, as well as exhibition venues.
 - Talk with school, college and sixth form students who may be interested in applying to university, answering questions about City's courses and entry requirements, and sharing your student experience.
 - Manage the set-up of the City stand with banner, tablecloth, and freebies.
- **Visits to campus**
 - Support the UK Student Recruitment team to deliver workshops on student life.
 - Talk with school, college and sixth form students who may be interested in applying to university, answering questions about City's courses and entry requirements, and sharing your student experience.
 - Deliver campus tours.
- **Talks and workshops:**
 - Deliver talks or workshops about your course or student life in schools/colleges or on City's campus. Support will be provided.

Please note these are usually offered to Senior Schools Liaison Student Ambassadors.
- **Content creation:**
 - Share your journey at City by producing authentic written, video and image-led content (i.e., student blogs, vlogs, testimonials, etc.) that is both engaging and informative.
 - Assist with City's social media activity (e.g., participate in Facebook and Instagram live Q&A sessions, lead weekly Instagram account "takeovers", create Tik Tok videos).
 - Partake in photoshoots and videos, that may be a part of the wider University's publications and campaigns.
- **Online forums:**
 - Participate in "Unibuddy", an online peer-to-peer platform that enables prospective students to contact current students directly and ask any questions they may have regarding studying at City, general University life, services available, etc.
 - Act as City's student representative and answer questions on internet forums (i.e., The Student Room).

Essential requirements:

- Be a current undergraduate or postgraduate City student
- Passionate and enthusiastic about City and your course
- Willing to learn or add to your knowledge about City's history, campus, courses, student community and student support services
- Able to work effectively on your own and in a team
- Approachable and friendly
- A confident public speaker
- Excellent written and verbal communication skills
- Possess good time management skills and reliability
- Able to represent the University professionally and positively with regards to presentation and conduct.

Additional information:

If your application and assessment are successful, you will be added to an internal ambassador database available to members of the Marketing and External Relations team for you to be offered shifts. These shift opportunities will primarily be for Events and Marketing shifts. The Schools Liaison and Social Media teams will have further assessments for their shifts and will have separate databases.

Once added, there is no guarantee or obligation that all work initiatives will be offered to you by the University, nor are you under an obligation to accept any individual offer of work presented forward to you. Work assignments will be offered based on the requirements of the role, interest shown and your availability. We fully appreciate that your studies and timetabled lectures are your top priority. All Marketing and Events Student Ambassador opportunities are flexible and fit around your studies. You can choose your hours and the jobs you want to work. You can work as little or as much as you like.

The standard rate for this role is £11.68 per hour (including holiday pay). However, please be aware that the pay rate may vary for some specific jobs – further details will be provided in due course.

We are incredibly proud of our Marketing and Events Student Ambassador Scheme but even more so of our students who contribute to and bring passion, commitment, and enthusiasm to the role.

Applications will be reviewed on a rolling basis and students will be contacted with the outcome of their application. Shortlisted candidates will be invited and required to attend a virtual selection process.

Equality, Diversity and Inclusion Statement (EDI)

City, University of London is committed to promoting equality, diversity, and inclusion in all its activities, processes, and culture, for our whole community, including staff, students and visitors. We welcome applications regardless of gender, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion, or social class. For more information on our approaches to encouraging an inclusive environment, please see our [Equality, Diversity and Inclusion Pages](#).

To apply, please complete the following application form by Sunday 22 October 2023, 23:59 (BST):

https://cityunilondon.eu.qualtrics.com/jfe/form/SV_a4eu7wXXHTjyzGe