

## JOB DESCRIPTION

## MARKETING AND EXTERNAL RELATIONS

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**Job title: Pay:** STUDENT AMBASSADOR

£12.82 per hour (incl. holiday pay)

**Responsible to:** Recruitment Operations & Events Coordinator

**Date:** August 2024

**Job purpose:** To work as part of a team to support the University in delivering projects, events and activities throughout the year. To be a role model to others, representing your course and the University positively and communicating your authentic student perspective both face to face and virtually. To inform, inspire and influence prospective students to consider studying at Falmouth University by sharing your own experiences of living and studying here.

### Main duties and responsibilities

#### On-campus events & activities

1. Deliver individual or group on **campus tours**, talking knowledgeably about the University, its facilities and courses, highlighting any unique selling points and answering any questions in an informative and engaging manner.
2. Host **school/college campus to campus**, delivering tours and escorting groups to academic workshops and other bespoke sessions.
3. Assist with the set-up and delivery of key University events including **Open Days, Welcome Weekend, applicant interviews, VIP events, graduate shows, Graduation** and other events.
4. Support university staff and the Student Ambassador Scheme with **ad-hoc** administrative/office work e.g. calling campaigns, putting up posters, user testing, organising events stock etc.

#### External events & activities

1. To support University staff at key **influencer events**, promoting Falmouth University and its courses, participating in student panels, workshops and presentations and answering questions from a student perspective.

2. To travel with or without a member of staff to **Higher Education (HE) Fairs** e.g. **UCAS** and events in schools and colleges across the UK representing Falmouth University and its courses. This includes setting up a branded stand with promotional materials, proactively engaging with prospective students and capturing data on an iPad.

### Online

1. Attend **Webinars, Virtual Open Days, and Virtual Higher Education (HE) Fairs** alongside staff, talk knowledgeably about the University, student life, courses and facilities. Engage with prospective students, teachers and agents, answering questions to give an authentic student perspective.
2. Deliver **virtual campus tours** using the Falmouth 360° and Teams.
3. Produce creative content for use on the University's social and digital platforms, which showcases student life at Falmouth, in an imaginative and engaging way. E.g. blogs, vlogs, illustrations, animation, social media takeover. Content could cover anything from promoting student work, advice about how to apply, a day in the life and top tips, to favourite hang outs, social life and our stunning location.

*These are examples of typical activities, but there may be events, projects and activities throughout the year in addition to these, which you can opt to work for.*

### Additional roles

*Student Ambassadors will also have the opportunity to apply to the following roles when there are spaces:*

- **Equity Ambassador** - Encourage and inspire underrepresented young people to consider University as an option by delivering presentations and facilitating workshops with school and college students, promoting Higher Education and university life and raising aspirations.
- **Digital Ambassador**– One/two ambassador(s) from each course are selected to represent their course via an **online chat** platform, answering questions from prospective students and directing them to the appropriate information within an agreed time period. Digital Ambassador responsibilities also include working live virtual events and creating blogs, vlogs and social content.
- **Senior Ambassador** – The role is a step-up from being a Student Ambassador with additional responsibilities at events and in the recruitment, training and mentoring of student ambassadors. Seniors are expected to do their research and demonstrate a thorough knowledge of the University's, campuses, facilities and courses as well as expert knowledge of their own academic department

### General duties and responsibilities

1. To perform to high professional standards as outlined in the Student Ambassador Code of Conduct.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.

3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To undertake any training and induction required for the role.

### **Health and safety at Falmouth University**

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

### **Health & safety requirements**

In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).

## PERSON SPECIFICATION

Job title: **STUDENT AMBASSADOR**

Attributes	Essential requirements	Desirable requirements
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>A current 1<sup>st</sup> or 2<sup>nd</sup> year undergraduate students enrolled at Falmouth University</li> </ul>	
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>Good knowledge of your course and other courses in your academic department as well as key staff and facilities</li> <li>Good all-round knowledge of the University including key facilities on Penryn and Falmouth campuses</li> </ul>	<ul style="list-style-type: none"> <li>Previous experience of working or volunteering within a team in a public-facing or customer service role</li> <li>Some knowledge of the career pathways and progression for graduates in your subject area of study</li> </ul>
<b>Skills and personal requirements</b>	<ul style="list-style-type: none"> <li>Passionate about studying at Falmouth University and keen to share this with prospective students</li> <li>Excellent communication skills – able to communicate with a range of people including young people, teachers, parents, university staff.</li> <li>Excellent teamworking skills with a professional and respectful approach</li> <li>Punctual, able to meet deadlines and effectively manage your time</li> <li>Flexible and proactive, with the ability to adapt to different roles and environments confidently</li> <li>A respectful attitude towards people of all backgrounds, experiences, interests and abilities</li> <li>Willingness to undertake training as required</li> </ul>	<ul style="list-style-type: none"> <li>Able to create and edit multimedia content, including video, photography or animation</li> <li>Knowledge and interest in the latest digital trends</li> <li>Proficient in the use of Instagram and other social media platforms</li> <li>Ability to speak other languages</li> <li>An understanding and interest in Widening Participation and improving equality of access to Higher Education</li> <li>Willingness to travel for some events, occasionally overnight, and to undertake training as required</li> </ul>