

| <b>SECTION A: THE ROLE</b>  |  |
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| <b>Job Title:</b>   | Student Ambassador   |
| <b>Institute/Service:</b>   | Marketing and Recruitment, International Development Office, Student Services, Academic Registry or Hello Future |
| <b>Job Grade:</b>   | Grade 01   |
| <b>Job Family:</b>  | Services   |
| <b>Job Location:</b>  | London/Lancaster/Ambleside/Carlisle/Barrow   |
| <b>Responsible To:</b>  | Various  |
| <b>Role Purpose:</b>  |  |
| Working with various Departments across this University e.g. Marketing and Student Recruitment, Academic Registry, Student Services, Hello Future or our International Development Office, as a Student Ambassador (or International Student Ambassador), you will have the opportunity to opt to support a diverse range of activities, ranging from content production, events or student support, administration, peer to peer activities, whilst building and growing your skillset alongside your studies. |  |

| <b>SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES</b> |   |
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| <b>1.</b>   | <p>With support from lead Departments, to prepare, set up and contribute to the delivery of on-site events including welcoming prospective students, current students and guests, working closely with staff and other ambassadors and supporting with workshops.</p> <p>Events may include:</p> <ul style="list-style-type: none"> <li>• Orientation Days</li> <li>• Open Days</li> <li>• Applicant Events and Visit Days</li> <li>• Campus Tours</li> <li>• Virtual Events</li> <li>• School and College Visits</li> <li>• Welcome Week activities</li> <li>• Residential activities</li> <li>• Interviews</li> <li>• International Welcome and In-Year Support activities</li> </ul> |
| <b>2.</b>   | <p>To support in delivering offsite events promoting the University, our portfolio and with support, deliver engaging activities in diverse settings, including online, to a wide range of groups and individuals.</p> <p>Events may include:</p> <ul style="list-style-type: none"> <li>• UCAS, or School/College HE (Higher Education) &amp; Careers Fairs</li> <li>• Mentoring Programmes</li> <li>• Life Skills Workshop</li> <li>• Student Life Presentation</li> <li>• STEM (Science, Technology, Engineering and Maths) Workshop</li> <li>• Back to School Presentation</li> <li>• International recruitment fairs (virtual and in country)</li> </ul>                           |

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| 3. | To support in delivering on site campus tours for a variety of audiences including parents, school pupils, prospective applicants, offer holders and other influencers.  |
| 4. | Within a supervised environment, aligned to our student recruitment activity, provide support within both virtual events and other online platforms such as UniBuddy Chat and UniBuddy Live.   |
| 5. | Within a supervised environment, support in the delivery and enhancement of our Clearing Campaign and year-round Call Centre work.   |
| 6. | <p>Within a supervised environment, undertake ad hoc work for the Marketing and Recruitment Department across all our functions.</p> <p>This may include:</p> <ul style="list-style-type: none"> <li>• Outbound calling</li> <li>• Attending external events for feedback</li> <li>• Social media content creation</li> <li>• File migration</li> <li>• Developing new video content for TikTok and Instagram / media channels</li> <li>• Helping upload videos to YouTube channel</li> <li>• Writing blog content based around your course or student life</li> <li>• Working with other digital content creators to repurpose content across channels</li> <li>• Supporting in creating podcasts with academic staff</li> <li>• Researching topics of interest and set benchmarks for content performance</li> </ul> |

**Additional Information:**

You may on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings;
- Be required to travel to other campuses and sites as necessary, with travel arrangements made for you using public transport where possible or arranging a hire car when travelling off site or to somewhere that is not your current base site.

In addition to the duties listed here, you will be required to perform other duties which are assigned from time to time. However, such other duties will be reasonable in relation to the grade.

It is the University’s intention that this role description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change, and the post holder’s obligations will vary and develop. The description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

**Providing an Inclusive Environment:**

The University of Cumbria is committed to providing an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience. As a university community, we share the social responsibility of enabling this inclusive environment by valuing, respecting and celebrating differences, to ensure that we generate a sense of understanding and belonging.

The university recognises that our differences are our strength, seeking and valuing different perspectives and ideas, in an environment that is without prejudice and bias.

We are committed to embracing our responsibility as a facilitator of change and continue to develop our equality agenda in line with and, where appropriate, beyond the Equality Act 2010. We do not tolerate discrimination, bullying or harassment in any form on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

| <b>Person Specification for Grade 1</b><br><b>Role Title: General Assistant</b>  | <b>Essential/<br/>Desirable</b>  | <b>To be identified by:</b>  |
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| <p><b>Qualifications</b><br/>Ability to read, write and undertake basic calculations.</p> <p>Current student or recent Graduate of the University of Cumbria.</p>  | <p>Essential</p> <p>Essential</p>  | <p>Application Form</p> <p>Application Form</p>  |
| <p><b>Experience</b><br/>Previous experience in a similar role.</p> <p>Previous experience of customer service.</p> <p>Previous experience of supporting in event/outreach delivery.</p> <p>Previous experience of marketing, including content generation.</p>  | <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>  | <p>Application Form</p> <p>Application Form/<br/>Interview</p> <p>Application Form/<br/>Interview</p> <p>Application Form/<br/>Interview</p>   |
| <p><b>Knowledge, skills and abilities</b><br/>Ability to work on and prioritise similar tasks within a daily work allocation, defined timetable or routine in accordance with well-established procedures.</p> <p>Ability to apply knowledge, experience and general procedural awareness to deal with straightforward work issues and enquiries at events.</p> <p>Ability to communicate in a written and oral way as required to respond to straightforward requests for information, e.g., from colleagues, students or other customers.</p> <p>Excellent customer service skills.</p> <p>Professional approach to work and work colleagues and ability to work independently and show initiative.</p> <p>Ability to use basic Microsoft packages such as PowerPoint, Word and Excel.</p> <p>Ability to use appropriate equipment and carry out basic record keeping.</p> <p>Ability to produce content use a variety of Social Media platforms such as Facebook, Instagram, WhatsApp, TikTok.</p> <p>Knowledge of other languages (in addition to English)</p> | <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> | <p>Application Form/Interview</p> <p>Application Form/Interview</p> <p>Interview</p> <p>Application Form/<br/>Interview</p> <p>Interview</p> <p>Application Form/<br/>Interview</p> <p>Application Form/<br/>Interview</p> <p>Application Form/<br/>Interview</p> <p>Application Form/<br/>Interview</p> |
| <p><b>Other</b><br/>Commitment to the <a href="#">Strategic Plan</a> of the University especially in relation to equality of opportunity at work and a healthy and safe working environment.</p>   | <p>Essential</p>   | <p>Interview</p>   |