

Post/Job Title:	Course Ambassador (M&C)
Location:	Any University location/occasionally off-campus (UK-wide)
School/Professional Service:	Marketing & Communications
Duration if temporary:	Contract ends 31 August 2020
Normal hours per week:	Variable (Casual Student Worker)
Rate:	£9.31 (£8.21 basic, £1.10 holiday = £9.31 total hourly rate)
Accountable to:	Faculty Marketing Account Manager

Job Purpose

To promote your course or subject area and your experiences to prospective students. The post holder will play a key role in supporting open days and/or faculty specific activities and events.

What we're looking for

Motivated and approachable students who are comfortable speaking to university visitors about their course and experience as a BU student.

Main Responsibilities

1. Attend open days, campus visits, interview days and similar events to host and facilitate small groups of students, parents and guests representing Higher Education (HE) and Bournemouth University specifically (BU).
2. Represent your faculty, course or subject area when speaking with groups of all ages.
3. Support workshops, activities & talks for students where required.
4. Proactively engage with prospective students who are interested to study the same or similar course. Share positive experience and provide accurate information about your course or subject area.
5. Ensure an excellent visitor experience for the general public, external visitors, conference delegates, dignitaries and other VIPs when working at BU events.

Organisation Chart

- Course Ambassadors (M&C) will formally report into the **Faculty Marketing Account Manager** within Marketing & Communications.
- There will be a supervisor/lead identified for each work assignment and for specific projects. Course Ambassadors should report to the supervisor/lead on arrival and departure.

Dimensions

Subject to satisfactory completion of all required documentation and training activities, there is no guarantee or obligation that work will be offered to you by the University and you are under no obligation to accept any individual offer of work. Work assignments will be offered to you based on the requirements of the role and your availability.

- All associated training, guidance and health & safety and risk assessment information will be provided, and is usually a precondition of undertaking any work assignment or project

Contacts

Internal:

All BU students and staff

External:

Prospective students and their guests (e.g. parents, family or friends), School group, Teachers & tutors, All members of the community engaging with BU, VIPs, special guests and dignitaries.

Challenges *What are the most difficult, complex or challenging parts of the job*

- Providing accurate and up-to-date information and support to prospective students and their guests in a busy and pressured environment
- Meeting the needs and answering the individual queries from prospective students and their guests, often as part of a larger group and in a fixed time period
- Understanding the limits of own expertise and exercising judgement in when to refer users to specialists or colleagues with greater level of knowledge
- Communicating effectively with a wide range of people with differing needs e.g. those who lack confidence in seeking assistance and those who may be unsure of the type of help they need
- Exercising tact, diplomacy and sensitivity in dealing with all service users.
- Ensuring the experience of our guests is one of 'service excellence'.
- Being able to proactively problem-solve, diffuse situations and recognise concerns developing with visitors and guests, offering solutions and escalating/referring when appropriate.
- Balancing academic and course ambassador duties through good time management and effective communication/liaison with the Faculty Marketing Account Manager.

Additional Information

NB: The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the Universities Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner.

August 2016 (MU)

Person Specification

Post / Job Title: Course Ambassador (M&C)	Post No:
School / Service: Marketing & Communications	Date: March 2019
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Current student at Bournemouth University	E
A reasonable working knowledge of Bournemouth University's faculties and campuses, and willingness to learn more about the campus and university structure	E
A sound understanding of the UK Education system	E
Confident knowledge of the tools to support application and entry to University including student finance, UCAS and accommodation application systems.	D
Experience of providing support & information to a range of audiences	D
Good working knowledge of student support mechanisms at BU	E
Experience of working in a busy customer facing role	D
Understanding of the issues of client confidentiality and data protection issues	D
Understanding of diversity issues	D
Skills	
Excellent communication skills for working one-to-one, and in small groups	E
Confident in delivering campus tours	D
Excellent interpersonal skills with the ability to communicate with audiences of all sizes and from all backgrounds	E
Good MS Office skills (including Outlook, Word, Excel)	D
Good level of numerical skills	D
Attributes	
Demonstrable ability to learn, and retain detailed and complex information	E
Commitment to customer service	E
Effective team worker	E
Demonstrable understanding of boundaries and when to escalate concerns or queries	E
Able to represent the University professionally and positively with regards to presentation and conduct	E
Ability to remain calm under pressure and in challenging situations in a high pressured environment	E
Tact, diplomacy and sensitivity	E
Well organised and able to prioritise tasks effectively	E
Demonstrates an approachable manner	E