

Post/Job Title:	Student Ambassador (M&C)
Location:	Any University location/occasionally off-campus (UK-wide)
School/Professional Service:	Marketing & Communications
Duration if temporary:	Various (Usually 31 August after the end academic year)
Normal hours per week:	Variable (Casual Student Worker)
Rate:	Standard Rate: £12.97 per hour (£11.44 per hour basic pay plus £1.53 per hour holiday pay) Leader Rate: £14.10 per hour (£12.44 per hour basic pay plus £1.66 per hour holiday pay)
Accountable to:	Student Ambassador Supervisor
Special conditions:	Regular off-campus working and UK-wide travel

Job Purpose

Student Ambassadors play an important role in the University's Marketing & Communications department and all of our activity. The postholder(s) will play a key role in supporting our Open Days, providing support and an excellent visitor experience at our events, and in developing and delivering high-impact outreach & student recruitment activity with schools & colleges. Your role will be pivotal to creating inspiring learning opportunities, and to share your experiences of Higher Education (HE), and of Bournemouth University (BU) specifically.

Main Responsibilities (Standard Rate)

1. Attend Open Days (physical & virtual), campus visits 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 working with groups of all ages, for pre-16 groups in schools & colleges, and post-16 students making their decisions.
3. Actively participate in all events, sharing your own experiences and representing the many aspects of HE in an audience-appropriate positive and engaging way.
4. Conduct campus tours and contribute to an excellent visitor experience for visiting students, parents and visitors to the university at open days and a wide variety of other events, and for external visitors, conference delegates, dignitaries and other VIPs when working at BU events and conferences.
5. Signposting visitors and event attendees to the many sources of specialist information, such as the Student Loans Company, UCAS and BU staff when appropriate, and particularly when you are unsure of an answer.
6. To contribute to and deliver workshops, activities & content that reflect HE learning in your subject area in a relevant, interactive and engaging way for the target audience of your project – typically between 9–19 years of age.
7. Support groups of students in on and off-site activities, including managing appropriate behaviour through the establishment of ground rules and escalating to senior staff when appropriate.
8. To undertake any relevant training sessions as part of your role, including abiding by all relevant policies & procedures.
9. At all times to consider the health & safety, wellbeing and any safeguarding guidance as part of your role and the specific needs of groups you're working with, including to abide by the relevant University policies and to escalate concerns & incidents promptly.
10. Assist with other projects, administrative work and any other duties to support Bournemouth University's Marketing & Communications team.

Additional Responsibilities (Leader Rate)

In addition to the Main Responsibilities, some projects have a focus on particular groups or priorities and may require you to take a leading role in the delivery of a particular event or project. These responsibilities may include:

1. Take a lead role in developing and facilitating outreach & student recruitment activities with groups of students, parents and guests representing HE & BU, and occasionally acting as a team leader for other Student Ambassadors at these events.
2. Support BU's efforts to evaluate and monitor the success of our activities and interventions, including considering the success measures and opportunities for continued improvement in your workshop planning.
3. Act as an Ambassador and representative of the University at external events & functions, on behalf of BU staff who may be unable to attend due to availability or other events.
4. To remain up to date with BU, HE, relevant policy and specific information, and in-turn to disseminate this to the groups you work with.
5. Take responsibility for creating specialist and bespoke content for a wide range of audiences.

Organisation Chart

- **There will be a supervisor/lead identified for each work assignment and for specific projects.** Student Ambassadors should report to the supervisor/lead on arrival and departure and for any communication before the assignment.
- Student Ambassadors (M&C) will formally report into the Schools Liaison Officer(s) or UK Marketing and Student Recruitment Events Officer in the UK Student Recruitment & Outreach team within Marketing & Communications.

Dimensions

If successful in your application, and subject to satisfactory completion of all shortlisting 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, managed through an online system.

- Occasionally we will restrict a work opportunity to those students who are able to drive, due to travel & courier arrangements for an event.
- Occasionally work opportunities will fall on weekends or after 5pm. Some events may also require an overnight stay. Any special requirements will be included in work requests.
- Certain roles and specialisms will involve you working with children, young people and vulnerable adults, and complying with our Safeguarding Policy and relevant Risk Assessments
- 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
- Additionally, certain projects require a standard or enhanced DBS Disclosure (see <http://gov.uk/dbs>)

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 student ambassador duties through good time management and effective communication/liaison with the student ambassador supervisor.

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 University's Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner.

August 2023

Person Specification

Post / Job Title: Student Ambassador (M&C)	Post No:
School / Service: Marketing & Communications	Date:
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Current student at Bournemouth University	E
Good (A*-C/ 9-4) GCSE qualifications in all core subjects (Maths, English and Science) or equivalent	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 in working with children and young people (ages 11-19)	D
Experience of providing support & information to a range of audiences	D
Experience working with children, young people and/or vulnerable adults	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 presentations and campus tours	D
Excellent interpersonal skills with the ability to communicate with audiences of all sizes and from all backgrounds	E
Ability to understand current Marketing & Communications priorities, key messages and recruitment campaigns and to articulate these in all work roles	D
Good MS Office skills (including Outlook, Word, Excel)	D
Content creation for social and digital outlets (blogs, videos and images)	D
Good level of numerical skills	D
Attributes	
Demonstrable ability to learn, and retain detailed and complex information	E
Commitment to customer service	E
Ability to work effectively alone and in a team setting	E
Confidence in taking a leadership role within a team setting	D
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
Flexible work approach, embraces change and able to meet the shift working requirements of the role	D