Marketing Student Ambassador
Job Description

Role
The Marketing and Student Recruitment team are looking for current undergraduate and postgraduate City, University of London students interested in becoming Marketing Student Ambassadors.

As a Marketing Student Ambassador, you will contribute to the promotion and representation of City at a variety of events. You are the face of the university and characterise what it means to be a City student and what it is like studying in London.

Marketing Student Ambassadors support with the delivery and success of events on campus, off campus and online, including:

- Undergraduate Open Days
- Postgraduate Open Evenings
- Undergraduate Applicant Days
- Taster Days
- Campus Tours
- Visits to Campus
- Higher Education Fairs
- UCAS Exhibitions
- Online and Virtual Events.

Duties and responsibilities
The following events may have different duties and responsibilities but the purpose of them and the role of a Marketing Student Ambassador remains the same – to represent City, share your passion for City, impart student experiences and inspire potential students. Full training is provided.

- On campus events:
  - Welcoming potential students and their families to campus.
  - Representing City’s courses and student support services.
  - Providing tours of the campus, accommodation, CitySport and departmental areas.
  - Answering questions about City’s history, campus, courses, student community and student support services.
  - Supporting the marketing team with the delivery and co-ordination of the event.
Off campus events:
- Attending Higher Education Fairs hosted at schools and colleges.
- Representing City at UCAS Exhibitions (primarily in London although travel throughout the UK is available).
- Talking to and sharing student experiences with school, college and sixth form students who may be interested in applying to university.
- Setting up a stand with banners, tablecloths, freebies, prospectuses, canvas bags and pens.

Online events:
- Answering questions about City’s history, campus, courses, student community and student support services.
- Being on hand to respond efficiently to questions over a live text-based chat with prospective students.
- Convey your passion for City through an online event platform, using appropriate answers and information to inform potential students.
- On occasion, and with prior agreement, pre-record a student life talk to be streamed at the event and potentially used in further marketing activity.
- Support academics and the marketing team throughout.

Requirements
In order to be considered for this role, you are required to 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.
- Reliable and trustworthy.

Important information
The payrate for the Marketing Student Ambassador role is £9.77 per hour (including holiday pay).

We fully appreciate that your studies and timetabled lectures are your top priority. All Marketing Student Ambassador opportunities are flexible and fit around your studies. You can choose your hours and the events you want to work. You can work as little or as much as you like.

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

To apply for the Marketing Student Ambassador role, please follow this link to submit an application: https://cityunilondon.eu.qualtrics.com/jfe/form/SV_00shMCxmjxNmbJ4