

The Brand Ambassador Scheme

Role:

Are you passionate about your course and enjoy studying at City, University of London? Do you consider yourself a creative mind, keen on all things digital and an avid social media user? Would you be happy to help prospective students in their decision-making process by sharing your experiences and providing them with a real insight into university life?

If so, we have the perfect opportunity for you.

The Marketing and External Relations team are looking for current City undergraduates and postgraduate students of all nationalities and ages, to be part of our exciting Brand Ambassador scheme.

As part of the Brand Ambassador scheme, you will play a pivotal role in our marketing and outreach activity towards prospective students- through taking part in video shoots, leading social media takeovers, writing blog posts and so much more- we want to show what life at City is like through your eyes.

Duties and responsibilities:

Through this scheme, you will have the opportunity to be involved in one or more of the following activities, depending on your shown interests and expertise:

- Share your journey at City by producing authentic written, video and image-led content (i.e., student blogs/vlogs, student testimonials, etc.) that is both engaging and informative
- Participate in “Unibuddy”, an online peer-to-peer platform that enables prospective students to contact current students directly and ask any questions they may have regarding studying at City, general University life, services available, etc.
- Assist with City’s social media activity (i.e., participate in Facebook and Instagram live Q&A sessions and lead weekly Instagram account “takeovers”)
- Act as City’s student representative and answer questions on internet forums (i.e., The Student Room)
- Partake in photoshoots and videos, that may be a part of the wider University’s publications and campaigns
- Participate in focus groups, opinion panel, events (mystery shopping) and market research activities
- Assist with any other projects that may arise and support City’s Marketing and External Relations team

Essential requirements:

- Be a current City student
- Have a good knowledge of City’s Schools, services and campuses, and a willingness to learn more about the campus and university structure
- Have excellent communication and interpersonal skills, suitable for a variety of settings and audiences

- Have excellent writing skills and a passion and interest for producing content, that is both authentic and engaging, for the University
- Be enthusiastic and have a positive approach to university life and higher education;
- Possess good time management skills and reliability
- Be adaptable, flexible and proactive
- Have a commitment to customer service
- Able to represent the University professionally and positively with regards to presentation and conduct

Desirable requirements:

- Be a confident social media user
- Have an interest and experience in photography, creative writing and/or video production
- Be fluent in speaking and writing in any language(s) other than English

Additional information:

Standard rate of this role is £9.77 per hour (inc. holiday pay). However, please be aware that the pay rate may vary for some specific jobs – further details will be provided in due time.

You will be contacted by **Monday 25th October 2021 (BST)** with a result to your application. Shortlisted candidates will be invited and required to attend a virtual selection process as well as submit one or two assessment tasks depending on their expressed interests.

If successful, you will be added to an internal database available to members of the Marketing and External Relations team. Once added, there is no guarantee or obligation that all work initiatives will be offered to you by the University, nor are you under an obligation to accept any individual offer of work presented forward to you. This is a flexible scheme that is designed to work around your study commitments. Work assignments will be offered based on the requirements of the role, interest shown and your availability.

To apply, please complete the following application form by Sunday 17th October 2021, 11:59pm (BST):

https://cityunilondon.eu.qualtrics.com/jfe/form/SV_00shMCxmjxNmbJ4