

Digital Student Ambassador

Department: Marketing and Communications

MAIN PURPOSE OF THE JOB

Student ambassadors support the work of the Marketing and Communications team and are responsible for representing the college and university generally and for creating digital content aimed at prospective students.

Ambassadors will support the UHI NWH Marketing team in the creation of digital content such as blogs, vlogs, social media posts, videos and more. There will also be opportunity to represent the university as part of online and virtual events.

Once you are registered as an ambassador, you do not need to apply again, and will continue to be an ambassador throughout the duration of your studies unless you resign from the scheme.

GENERAL DIGITAL STUDENT AMBASSADOR RESPONSIBILITIES AND DUTIES

- Social Media Vlogs, interviews, tours
- Videos about your course/accommodation/experience at UHI NWH
- Day in the life videos
- Videos of at events or attending events run by the UHI North, West and Hebrides and or UHI generally
- Student day in the life (placements, studying on campus, commuters)
- Live Q&A sessions and events, hosted on social media
- Photography Subject (Having your photo taken to be used in marketing material)
- Videography Subject (Appearing in videos to be used as marketing material)
- Blogs
- Quotes
- Photography
- Social influencer

All jobs are optional, and we will agree jobs with you based on your interest/availability. Training and support will be provided by the UHI NWH Marketing Team

As a Digital Ambassador you will have the opportunity to work on projects with the Marketing and Communications team. These may be jobs that relate to your subject or may be of interest to you such as videography or producing short “day in the life” vlogs to share your experience as a UHI NWH Student.

JOB TYPES

You will work with the UHI NWH team to identify jobs which relate to you and your studies. Following duties and responsibilities; however, this is not an exhaustive list.

- Vlog
- Blogs
- Tiktok videos
- Student social media take overs
- Virtual events
- Be a brand ambassador of UHI NWH

PERSON SPECIFICATION

- Punctual and well organised
- Good communication skills
- Good customer service skills
- Able to work well in a team or alone
- Able to follow procedures or instructions accurately
- The ability to exercise confidentiality and discretion
- Confidence in communicating with groups of people from various ages/backgrounds etc
- Enthusiasm for helping others
- Able to share your experience of life, school, university and work with people who may benefit from it
- Proactive with a positive team spirit
- Hard working and flexible attitude to work
- Willing to develop new skills by attending training and taking on new challenges.