

**UCA Ambassador**

**Casual: Irregular hours**

1. Main Purpose and Duties of the Post

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| Job Title: | UCA Student Ambassador |
| Location: | Campus of Study (although travel to other campuses may/will be required) |
| Hours of Work: | Variable |
| Grade and salary: | 3  |
| Reports To: | Representative of Marketing, Communications & Recruitment (Student Recruitment Manager) |
| Statement of Job Purpose: | The University for the Creative Arts (UCA) is appointing UCA Ambassadors. Responsibilities are concentrated around:* Representing UCA at online and physical events
* Creating extraordinary experiences for all prospective students and stakeholders.

Showcasing UCA as the most creative University in the UK by being confident and passionate about UCA’s creative community.  |

**MAIN DUTIES**

To act as a UCA Champion, talking positively about your own experience of studying at UCA, and encouraging others to come and experience the same.

To be able to represent and explain the benefits of studying a creative degree programme and how UCA can be a leading part in developing a creative career.

To respond to job callouts and undertake work opportunities allocated by the Marketing, Communications & Recruitment.

To deliver campus tours (assigned campuses) for prospective students, parents or other key stakeholders as part of organised events or on an ad hoc basis.

To attend and represent UCA at Open Days and Applicant events, which may take place either online or in person. Duties may include:

To welcome attendees warmly and encouragingly.

Proactively engage with visitors to the university, providing directions or guidance as required.

To be a course representative and answer any questions regarding the subject being studied.

To assist in the set-up and take-down of any equipment at events organised by UCA.

To attend and represent UCA at UCAS events or similar external recruitment events:

To engage with prospective students and to answer any questions about UCA.

To collect prospect information for CRM purposes. To take direction from the Student Recruitment staff on the day and follow instructions as required. To assist in the set-up and take-down of any equipment at events organised by UCA.

Under the guidance of Marketing, Communications & Recruitment, Course Leaders and Lecturers to attend and represent UCA at School/College/HE talks, fairs and workshops, either online or in person and:

Share your experiences with prospective students in schools/colleges.

Support the delivery of workshops and activities.

At key events (or other times when needed), to film, take images and capture sound content for use within social media or website content.

Contribute towards building the UCA community and your course; notifying other students and Student Recruitment and Marketing of course achievements or noteworthy events related to courses; promoting and raising awareness through social platforms.

When offered, to provide clerical support. Examples include data entry; communicating with prospective students and stakeholders.

To undertake such other duties that may be required from time to time as are consistent with the responsibility of the grade.

Undertake relevant training and health and safety duties and responsibilities appropriate to the post.

Maintain and promote equality and diversity within the terms of the University’s published procedures.

The University actively encourages staff development and training. The post-holder will be expected to participate in training and development activities as necessary.

Training and development are primarily focused on developing you in your present role. However, some part of the long-term training strategy of the University includes identifying personal development needs that will improve your performance and skills as an employee of the University.

**Selection Matrix**

**This role profile indicates the criteria that will be assessed at each stage of the selection process. To apply for this position please therefore provide evidence, in your application, against the criteria highlighted as being assessed on the application form.**

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| Criteria |
| Application Form | Competency Based Interview |
| 1 | Demonstrate experience in customer service within a related role/function for example: School/College, Voluntary Work, Society or Work Placement. |  |  |
| 2 | Experience of communicating confidently in front of large & diverse group of people. |  |  |
| 3 | Demonstrate experience of managing time-bound tasks. |  |  |
| 4 | Demonstrate the ability to show initiative in solving a problem. |  |  |
| 5 | Experience of liaising/collaborating with a range of people, for example within School/College, Voluntary Work, Society or Work Placement.  |  |  |
| 6 | Ability to showcase passion and enthusiasm for being a UCA champion. |  |  |
| 7 | Ability to maintain enthusiasm and be resilient throughout any task. |  |  |
| 8 | Demonstrate the ability to identify and share key information. |  |  |

A summary of key UCA Terms and Conditions of employment and further details of how to apply can be found at https://jobs.ucreative.ac.uk