

Job description

Post title	Subject Ambassador
Department/Division/Directorate	Marketing Department
Responsible to	Student Ambassador Managers, Marketing Campaign Managers
Date	September 2024

Role purpose

One of King's aims is to attract the very best students to study at the University. The Marketing Team is focused on achieving this by investing in our best assets: current students.

The primary role of a Subject Ambassador is to promote and enhance the reputation of King's and your Faculty to prospective students, applicants, offer holders and their influencers. This is achieved by dealing professionally, accurately, and empathetically with all visitors. You will share your experience as a student who is studying at King's and living in London and give information and advice about studying on your current campus, within your faculty/department and degree.

As a Subject Ambassador, you will support the Faculty Marketing Team in the delivery of a year-long calendar of activities. This includes (but is not limited to) providing support at internal and external student recruitment events, public engagement events, take part in online events, delivering student talks, supporting academic led initiatives, producing content for social media, blogs, and webpages as well as general ad hoc marketing administrative duties. You will not be expected to do all of these things, this just gives an example of the types of jobs available to Subject Ambassadors.

Role outline

Key responsibilities and objectives of the job:

As a Subject Ambassador your role and responsibilities may include (but not be limited to):

Events – online and in-person:

- Meeting and greeting visitors, virtually or in-person
- Attending both on-campus and virtual events and offer holder events as a student representative from your degree
- Representing your Faculty, Institute or School at external industry events and recruitment fairs
- Interact and engage with students online via the UniBuddy platform

Content production:

- Offering course related information and advice about your chosen subject to prospective students. This information will include sharing your experiences of being a student and studying at King's/within your department/within your Faculty, Institute or School
- Writing monthly student buddy email newsletters and regular blog posts

Social media:

- Duties may include but are not limited to, communicating with offer holders, producing engaging and exciting written or video content

Desirable:

- Experience or desire to create videos or vlogs. If you have editing skills, this is a bonus. Equally, we are looking for ambassadors who are happy to be filmed talking about their experiences at King's

Admin:

- Assisting the Marketing Team with ad hoc tasks and other appropriate activities when required e.g. source relevant information online and updating databases, monitoring an email account and responding to enquiries, taking part in online events (chat rooms, social networking sites etc) aimed at prospective students
- Liaising with the Marketing Manager when required should you encounter any issues or questions regarding your role as a Subject Ambassador
- Provide general clerical support to the Marketing Team during busy times
- Adhere to the Ambassador expectations as outlined in the person specification

Specific Aspects - indicate frequency D (daily), W (weekly), M (monthly) where applicable:

Intensive Display Screen Equipment work (e.g. data entry or digital microscopy):		Direct patient contact involving exposure prone procedures (EPP):	
Heavy manual handling:		Direct patient contact, no EPP	
Highly repetitive tasks (e.g. pipetting or re-shelving books):		Work with patient specimens (e.g. blood or tissue samples):	
Shift work, night work or call-out duties:		Work with GM organisms or biological agents that may pose a hazard to human health:	
Work involving risk of exposure to environmental or human pathogens (eg. in waste streams or soils):		Hazards which require health surveillance e.g. respiratory sensitisers (allergens, substances with risk phrase R42, wood dust etc) or loud noise:	
Driving vehicles on College business:		Food handling or preparation:	
Work at height (e.g. ladders, scaffolds etc.)		Work in confined spaces (e.g. sump rooms, etc.)	

Special requirements

All on-campus activities will adhere to the latest King's College London COVID-19 guidance, which can be found on [these webpages](#).

General

All ambassadors are expected to adhere to King's policies and procedures.

Interviews will take place between 30 October 2024 and 6 November 2024.

Ambassadors will be required to attend one of the compulsory unpaid information sessions on either Wednesday 13 November, Thursday 14 November or Friday 15 November 2024. If you are required to undertake further training for a specific job whilst you are part of the scheme, you will not be paid for that training.

This role is flexible around your studies. The hours of work per week will vary depending on event requirements. There are no minimum hours required to work per week, however students are expected to work a minimum of 8 hours throughout the academic year. International students will be required to work hours in line with their student visa if relevant.

Maximum number of hours you can work per week in term time is 20 hours.

Please note

This job description reflects the core activities of the role and as the College and the post-holder develop there will inevitably be changes in the emphasis of duties. It is expected that the post-holder recognises this and adopt a flexible approach to work and be willing to participate in unpaid training.

If changes to the job become significant, the job description should be reviewed formally by the post-holder and line manager. The Human Resources department should then be consulted as to the implications of the proposed changes.

Person specification

Eligibility to work in the United Kingdom

All candidates will need to provide proof of eligibility to work in the UK and must comply with UKVI regulations on the number of working hours.

Criteria	E S S E N T I A L	D E S I R A B L E	HOW IDENTIFIED AND ASSESSED AP Application I Interview P Presentation
Knowledge/skills			
IT skills i.e. Word Processing, Excel and PowerPoint		*	AP
Ability to prioritise workload		*	AP, I
Good attention to detail	*		AP, I
Excellent verbal and written communication skills	*		AP, I
Confident and persuasive public speaker	*		I P
An eagerness to attract students to study at King's College London	*		AP, I
Absorbing and assimilating information with rapidity and delivering with confidence to others at short notice		*	AP, I, P
Experience			
Giving Presentations		*	AP, I
Direct contact with students or young people	*		AP, I
Prior experience of representing an organisation to external stakeholders		*	AP, I
Engagement in extra-curricular activities at King's or other opportunities in and around London		*	AP, I
Personal characteristics/other requirements			
Current student at King's College London	*		AP
Excellent Team Player	*		AP, I
Enthusiasm for Higher Education	*		AP, I

Willingness to work out of hours & occasionally travel for work as necessary	*		AP, I
Highly Organised	*		AP, I
Excellent Punctuality	*		AP, I