

# Student Ambassador Program 2020

## Position Overview:

Student Ambassadors (SAs) are employed as casual staff by the University's Onshore Student Recruitment team. The primary role of SAs is to promote the University by assisting with recruitment events and marketing activities throughout the year.

Under the direct supervision of the Onshore Student Recruitment team, SAs help promote UC to prospective university students across Australia and provide a unique current student perspective of what it's like to be a UC student.

## Duties:

### Campus Tours

SAs undertake tours to assist prospective or new students with campus familiarisation. Tours include general information about the University, as well as a run-down on the facilities and services available to all students. Depending on the student's area of interest, an SA may be able to give specialised information about a degree or faculty. Tours run during Orientation weeks, on Open Day, and regularly throughout the year.

### School and Stakeholder Visits (on campus)

SAs are required to assist in hosting school groups, agents, delegates, and other stakeholders on campus. Duties involve event set up, loading/unloading merchandise and publications, and answering general and prospective student enquiries. SAs will also run the campus tour component of on campus visits, assist staff with the running of faculty activities, and provide an overview of their UC study experience

### Local and Interstate School Visits

SAs assist the Onshore Student Recruitment team with school visits and presentations. UC visits local and interstate schools to deliver presentations and provide information about the University. SAs are required to assist with general event set up as well as provide an overview of their UC study experience to prospective students as part of a presentation or seminar.

### Local and Interstate Career Expos

SAs assist the Onshore Recruitment team at various career expos and events in the ACT across Australia. In this capacity SAs assist the Onshore Student Recruitment team in providing course advice and by giving their personal account of UC from the perspective of a current student. Other duties involve event set up, loading/unloading merchandise and publications, and answering general enquiries.

### Peer-to-peer recruitment activities

Assisting in the student conversion process by actively engaging in the Access Platform peer recruitment tool. The platform enables UC to connect Student Ambassadors with prospective students wherever they are in the world and answer enquiries in real time from the perspective of a current student.

## Major Recruitment and Other Events

SAs are vital for the successful delivery of the University's major events. Depending on the nature of the event, SAs may be responsible for general event set up, loading/unloading merchandise and publications, assembling and running an Information Tent on the UC concourse, assisting with student enrolment, acting as a first point of contact for general enquiries, and assisting with course information and general enquiries.

Attendance at the following events are compulsory for all SAs:

- UC Open Day – Saturday the 22<sup>nd</sup> OR 29<sup>th</sup> of August 2020
- Canberra CareersXpo – First OR Second Week of August
- Orientation Weeks – Oweek Semester 1; 3<sup>rd</sup>-9<sup>th</sup> February & Oweek Semester 2; 27<sup>th</sup>-31<sup>st</sup> July

\*Please note dates for UC Open Day and Canberra Careers XPO will not be confirmed until early 2020

## General Office and Marketing Assistance

Duties typically include event planning, data entry, assistance with moving or delivering marketing materials, stock take, and compiling merchandise orders. Student ambassadors are also often used in marketing activities such as photo or video shoots to be used in promotional material.

## Other duties as required

SAs are frequently asked to assist with a range of other casual duties and are often employed by other areas of the university to assist with events and activities.

## Training

SAs undertake full training at the beginning of the year which involves:

- Familiarisation with Onshore Student Recruitment activities such as school visits, campus tours, recruitment expos etc.
- Course and key selling point familiarisation
- Understanding the main issues faced by prospective or new students
- Available student support programs
- Orientation Week enrolment assistance

SAs also receive a *Reference Guide* consisting of general University and faculty information to refer to throughout the year, plus a selection of publications.

## Wages:

Student Ambassadors are paid as UC Level 1 casual employees. The 2019 pay rate is \$32.81 per hour.

For more information about the 2020 Student Ambassador Program, or if you would like further clarification, please email [recruitment.events@canberra.edu.au](mailto:recruitment.events@canberra.edu.au)