

Student Ambassador Program 2023

Position Overview

Student Ambassadors (SAs) are employed as casual staff by the University's Global Student Recruitment. 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 Global Student Recruitment, SAs help promote UC to prospective university students 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 Global Student Recruitment 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 Global Student Recruitment at various career expos and events in the ACT and across Australia. In this capacity SAs assist by 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 Ambassador 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 events (including virtual)

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 is compulsory for all SAs:

- March Open Day – Saturday 18 March 2023*
- UC Open Day – Saturday 19 August 2023*
- Canberra CareersXpo – Wednesday 9 August and Thursday 10 August 2023*
- Explore UC Week – November 2023*
- Orientation Weeks – O-Week Semester 1; 30 January – 3 February 2023 & O-Week Semester 2; 24-28 July 2023

*Please note dates will be confirmed in 2023.

Sales and conversion

SAs individual story and university experience is vital and has a high importance when speaking to prospective students. SAs will assist the Global Student Recruitment team in driving sales and conversion by speaking with current offer holders to provide general university advice and their own personal UC experience.

General office and other duties

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. Duties typically include event assistance, 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.

Training

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

- Familiarisation with Student Recruitment activities such as school visits, campus tours, recruitment expos etc.
- Training on all courses and student support services, including key selling points
- Understanding the main issues faced by prospective or new students
- Communication and customer service

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

Remuneration

Student Ambassadors are paid as UC Level 1 casual employees. The current 2022 pay rate is \$34.60 per hour.

Important for 2023

Due to the uncertain nature of the climate in the higher education sector, the type of work offered to student ambassadors in 2023 may vary to what is listed in this document. It is important to note this is a casual position and regular shifts are not guaranteed. For more information about the 2023 Student Ambassador Program, or if you would like further clarification, please email recruitment.events@canberra.edu.au