



# BECOME A MARKETING AMBASSADOR



South  
Staffordshire  
College

## Marketing ambassador job description

### What is a Marketing Ambassador?

The SSC marketing team are looking for students from all college sites, who are passionate about the course they are studying.

We're keen to get work with students to help us to capture the exciting things that are happening in your course area, examples of brilliant work and documenting trips and visits.

If you are confident being in photos or talking to camera or starring in college TikTok's this would be an added bonus!

### Who can be a Marketing Ambassador?

Any student at SSC who is interested in helping showcase how great your course / South Staffordshire College is!

### What are the advantages of being a Marketing Ambassador?

You'll have the opportunity to meet new people / friends and gain transferable skills which employers love, helping your CV to stand out when making a university or job application after college.

You will also have the opportunity to help shape what gets shared on the college social media channels to help reach people like you. There will also be an opportunity to share your thoughts, experience and words of advice to help other people who are considering studying a course at SSC.

If you are successful, you will receive a special pin badge to wear on your lanyard with pride. At the end of the academic year, you will be recognised for your efforts. Watch this space!

**Main duties include (but not limited to):**

- You'll be expected to demonstrate commitment by attending all marketing ambassador meetings throughout the year. Meetings may be in person or online (once per term – Wednesday afternoons after lessons finish)
- Support the marketing team with capturing photos and videos of things happening within your course area or around the college you are studying at
- Share your experience / student journey on our website and social media
- Offer the team feedback on marketing assets / social media content
- Support with the creation of trending content
- Be willing to offer advice about going to college / your experience at college for future learners (bonus points if you're happy to be on camera doing this!).

**Person Specification:**

**Qualifications, knowledge and skills:**

- No prior qualifications are needed for this role, just enthusiasm and commitment to the role
- Successful ambassadors will be confident in using their phone
- Ideally ambassadors are familiar with social media channels. We currently use Instagram, TikTok, Facebook, X, YouTube and LinkedIn
- Be a positive representation of South Staffordshire College

**Additional information**

- Must be a South Staffordshire College student
- You will receive regular comms from the marketing team
- It is essential that permissions are obtained for any photographs/videos taken

**How to apply?**

To apply for the marketing ambassador position please email [marketing@southstaffs.ac.uk](mailto:marketing@southstaffs.ac.uk) letting us know why you'd like to be a marketing ambassador. Successful applicants will be notified by email, and you will also receive calendar invites for team meetings.