



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, such as examples of brilliant work as well as documenting trips and visits and general college life to help inspire others.

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.

Main duties include (but not limited to):

- Supporting the marketing team with capturing photos and videos of things happening within your course area, on trips, work experience, competitions, guest speakers, exceptional pieces of student work, or around the college you are studying at
- Giving a positive quote about your course (could be a photo and text, or video) for use on our website and social media
- Offer the marketing team feedback on marketing assets / social media content
- Support with the creation of trending content
- Help with / advice on TikTok's (either trending or course specific)
- Help with setting up photo shoots for your course area
- Getting others involved who you think would be good to represent your course
- Help with ad hoc photography for example, getting a picture of your class in Christmas jumpers for Christmas Jumper Day
- 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!).

We would like ambassadors to support with a minimum of 5 pieces of content throughout the academic year.

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, 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 complete the following short form -

<https://forms.office.com/e/gWkymEGEty>