



It is important to note that this job description is a guide to the work you will be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job description for the post of:

Online Student Ambassador

Accountable to: CRM and Course Enquiries Manager

Responsible to: Course Enquiries Officer

Main purpose of the job

The post holder's main role will be to offer online information and advice via The Ambassador Platform (TAP). You will be required to support prospective students who are interested in studying at Edge Hill University, answering any questions they have professionally and efficiently. You will play an active role in supporting the recruitment to the university by sharing your own experiences, encouraging attendance at on-campus events, such as Open Days, and signposting to other areas for specific advice and guidance. You may also be required to create photo and video content for the platform and for our social media channels.

TAP is an App you will download onto your phone to receive messages from prospective students on the go. Like WhatsApp or other messaging services, you will receive notifications when you have a message and, the expectation is that students will receive a response within 24 hours of you receiving the message.

Main duties of the post:

- Answering questions from prospective students professionally and efficiently, using your own experiences to give a real insight into life at Edge Hill. Types of questions you could typically expect include: What social activities can students get involved with on-campus? What is it like to study at Edge Hill? What are the facilities like? How can students prepare for their course? How easy is it to settle in? What support is available?
- To contribute to a set of Frequently Asked Questions to build up ambassador-led content on the platform and our website.
- To create photo and video content with captions to be shared through the platform, and other marketing channels and social media platforms.
- Signposting prospective students to other sources of relevant information and/or other service teams to provide specialist advice and guidance.

- To make a positive contribution to the work of the Student Recruitment Team.
- To demonstrate excellent customer care when dealing with all enquiries.
- To act as a professional representative of the University.
- To provide prospective students with good, honest reviews of your time and experiences at Edge Hill.
- Demonstrate vigilance and awareness of safeguarding and best practices and policy.
- To keep up to date with developments on campus and current issues facing prospective students to be able to answer questions effectively.

In addition to the above all staff are required to:

- Adhere to all Edge Hill's policies and procedures, including Equal Opportunities and Health and Safety.
- Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons.
- Undertake appropriate training and development as required.

Salary: £11 per hour (standard casual staffing rate)

Hours of work:

Ambassadors will be paid 2 hours per month. Different levels of activity will be reflected in the pay received.

It is expected that the post holder will work flexibly according to the demands and responsibility of the role.

Person specification

	Essential	Desirable
Knowledge/Abilities/Skills		
Good understanding of the needs and concerns of prospective students.	*	
Knowledge and understanding of the HE application process.	*	
Excellent knowledge of Edge Hill course provision and facilities.	*	
Excellent written communication and interpersonal skills.	*	
Ability to respond to questions in a positive and helpful manner.	*	
Ability to organise and prioritise own workload.	*	
Computer literate including word processing.	*	
Ability to work reliably and flexibly according to the needs of the role.	*	
Ability to work on own initiative and be self-motivating.	*	
Ability to represent the University with enthusiasm and integrity.	*	
Ability to demonstrate a mature and sensible attitude.	*	
Ability to edit videos and photos		*
Other		
Support for Edge Hill's policy on equal opportunities	*	
Willingness to undertake training and development as required	*	

