

Student Ambassador Role Description

Position – Student Ambassador

Service – Student Recruitment

Status – Part time – hours negotiable

Hours – Flexible / Ad-Hoc

Responsible to – Senior Marketing and Recruitment Officer

Rate - £13.45 p/h

About the role

We're looking for enthusiastic, positive and confident Student Ambassadors to represent the University of Greater Manchester. This is an excellent opportunity for students at any stage of their studies, from any background.

Role Progression

For the 2026 – 27 academic year, we're introducing a tiered scheme for the role.

All applicants will be assessed against the criteria for the role. Successful candidates will either be offered a Student Ambassador position or, where they may not fully meet the criteria but demonstrate strong potential, an Event Marshal position.

Event Marshals will be supported to develop their skills and experience, with opportunities to progress to a Student Ambassador role in the future.

Those who are successful in securing a Student Ambassador role will also become eligible to apply for a Senior Student Ambassador position after 12 months of service, offering a clear route for progression within the team.

All students who meet the person specification below are welcome and encouraged to apply.

Main Function of the role

To support the organisation's delivery of recruitment, marketing and outreach activities.

Principle Duties & Responsibilities

- On Campus Recruitment Events- Assisting with a variety of roles during Open Days, Advice Days and Enrolment including: providing a welcoming environment for all visitors, reception desk duties, providing directions, event set-up and dismantling, providing accurate information as to our curriculum offer and the benefits to studying at the University of Greater Manchester, and campus tours

- Corporate Events- Meeting and greeting visitors, sharing university experience, event set-up and dismantling,
- School and College Liaison- Representing the University at on-campus and off-campus events aimed at potential students, supporting student groups in activities, sharing university experience, signposting to relevant staff, and restocking resources
- Outreach Events- Involvement in mentoring scheme, aspiration raising events on and off campus, supporting delivery and implementation, and group work
- Clearing/Call Centre- Speaking to enquirers and applicants regarding their queries, providing accurate and up-to-date information about courses, answering the clearing hotlines and assisting with mail shots and general administrative tasks
- Unibuddy – having an online profile to communicate with aspiring students about a range of topics related to starting at university
- Contribute to marketing and promotional material in both hard and electronic copy, videoing, photographing and editing content for social media and wider use
- Acting as a positive representative of the University of Greater Manchester
- Posting on social media and other online forums providing information for potential students
- Undertaking from time to time, other duties as required by the Student Recruitment and Admissions team
- Maintain confidentiality in all aspects of the University's business to ensure the integrity and credibility of the University is maintained and protected
- Positively promote the University and its services to stakeholders
- Participate and promote the University's Equal Opportunities and Diversity policies

Person Specification

Please provide evidence in your application to demonstrate how you meet each of the following

Person Specification		
Skills / knowledge	Importance	Documentation
Professional and reliable, ambassadors must be punctual and attend all events they have committed to	1	Application Form
Excellent communication skills able to communicate to a wide range of audiences	1	Application Form / Interview
Ability to be pro-active and act on own initiative when required	2	Application Form
Good understanding of the UK education system and qualifications	2	Application Form / Interview
Ability to share your university experience with potential students and visitors and raise aspirations of young people	1	Application Form
Understanding of the importance of providing accurate help and assistance to visitors	1	Application Form / Interview
Enthusiastic and approachable, willing to engage with visitors from a wide range of backgrounds regardless of religious background, age, ethnic origin, sexual orientation, disability or gender	1	Application Form / Interview
Ability to work flexibly as required	1	Application Form
Experience		
Experience of working as part of a team	2	Application Form
Experience of successfully coordinating and/or managing a team	2	Application Form
Experience of working with young people in any capacity	2	Application Form
Experience of supporting young people to undertake extracurricular activities	2	Application Form
Experience of working with external organisations and/or stakeholders	2	Application Form
Experience of working at live events	2	Application Form
Experience of customer service	2	Application Form
Experience of creating and presenting information to a group of people	2	Application Form
Experience of public speaking	2	Application Form
Personal Qualities		
Can take on roles as required with a positive manner	1	Application Form
Able to work effectively on your own without supervision and also collaboratively as part of a team	1	Application Form / Interview
Efficient and well-organised	1	Application Form / Interview
Able to work in a fast-paced environment	1	Application Form / Interview
Other		
Be a current student with at least 18 months of study left until completion	1	Application Form
Have no current issues with attendance	1	Application Form

Not currently subject to any disciplinary procedures	1	Application Form
Willing to attend an interview/assessment day	1	Interview
Willing to submit to a DBS check as required	1	Interview
Willing to attend development and training opportunities	1	Interview
Commitment to the University's policies and procedures	1	Interview

1 – Essential Criteria

2 – Desirable Criteria