

Job description

Post title	Digital Ambassador
Department/Division/Directorate	Brand & Marketing, External Relations Directorate
Responsible to	Digital, Content & Events Team

Role purpose

One of King's aims is to attract the very best students to study at the university. The Marketing Department is focused on achieving this by investing in our best assets; current students.

As a Digital Ambassador, you will support the delivery of a year-long calendar of online activities. You will be representing King's off and online, undertaking a variety of digital marketing activities and providing information and support to prospective students and offer holders.

You will be responsible for producing content for a variety of channels including social media, King's Unibuddy chat platform, online events, the website, blogs, email and any other channels as required. We may also require you to provide support at on-campus student recruitment events such as open days and any other general adhoc marketing activities.

Role outline

Key responsibilities and objectives of the role may include:

- Represent and promote King's College London at our online events run by the Digital, Content & Events team through the Unibuddy platform and/or webinar tool;
- Answering enquiries on the Unibuddy platform on a weekly basis, responding promptly within 24-48 hours;
- Support with university social media activity, e.g. participate in monthly Q&A sessions, work on event takeovers etc.
- Write regular blog posts, articles and student emails when required;
- Manage and post on King's social media accounts;
- Produce video content and photography if required;
- Be a positive student role model, encouraging prospective students to consider Kings College London as a viable and attractive option;
- Offer information, advice and guidance to prospective students;
- Report back on events attended for our records, including filling out evaluation forms as required;
- Deliver consistently high levels of customer service;
- Enter timesheet hours in a timely manner;

- Assisting the Marketing Team with ad hoc tasks and other appropriate activities when required e.g. source relevant information online and updating databases, monitoring email accounts and responding to enquiries.

Specific Aspects - indicate frequency D (daily), W (weekly), M (monthly) where applicable:

Intensive Display Screen Equipment work (e.g. data entry or digital microscopy):		Direct patient contact involving exposure prone procedures (EPP):	
Heavy manual handling:		Direct patient contact, no EPP	
Highly repetitive tasks (e.g. pipetting or re-shelving books):		Work with patient specimens (e.g. blood or tissue samples):	
Shift work, night work or call-out duties:		Work with GM organisms or biological agents that may pose a hazard to human health:	
Work involving risk of exposure to environmental or human pathogens (e.g. in waste streams or soils):		Hazards which require health surveillance e.g. respiratory sensitisers (allergens, substances with risk phrase R42, wood dust etc) or loud noise:	
Driving vehicles on College business:		Food handling or preparation:	
Work at height (e.g. ladders, scaffolds etc.)		Work in confined spaces (e.g. sump rooms, etc.)	

General

All ambassadors are expected to adhere to King's policies and procedures.

Interviews will take place on the week beginning 15 October 2019.

Ambassadors will be required to attend a compulsory training session on either Wednesday 23rd October or Thursday 24th October 2019. After this, you will be expected to attend strand specific training.

This role is flexible around your studies. The hours of work per week will vary depending on event requirements. There are no minimum hours required to work per week, however students are expected to work a minimum of 4 jobs throughout the academic year.

Date

September 2019

Please note

This job description reflects the core activities of the role and as the College and the post-holder develop there will inevitably be changes in the emphasis of duties. It is expected that the post-holder recognises this and adopt a flexible approach to work and be willing to participate in training.

If changes to the job become significant, the job description should be reviewed formally by the post-holder and line manager. The Human Resources department should then be consulted as to the implications of the proposed changes.

Person specification

Eligibility to work in the United Kingdom

All candidates will need to provide proof of eligibility to work in the UK and must comply with UKVI regulations on the number of working hours.

Criteria	E S S E N T I A L	D E S I R A B L E	HOW IDENTIFIED AND ASSESSED AP Application I Interview P Presentation
Knowledge/skills			
IT skills i.e. Word Processing, Excel and PowerPoint		*	AP
Ability to prioritise workload		*	AP, I
Good attention to detail	*		AP, I
Excellent verbal and written communication skills	*		AP, I
Ability to work independently	*		AP, I
An eagerness to attract students to study at King's College London	*		AP, I
Absorbing and assimilating information with rapidity and delivering with confidence to others at short notice		*	AP, I, P
Experience			
Direct contact with students or young people	*		AP, I
Prior experience of representing an organisation to external stakeholders		*	AP, I
Engagement in extra-curricular activities at King's or other opportunities in and around London		*	AP, I
Experience writing a blog or managing a social media account for an organisation		*	AP, I
Personal characteristics/other requirements			
Current student at King's College London	*		AP

Excellent Team Player	*		AP, I
Enthusiasm for Higher Education	*		AP, I
Willingness to work out of hours & occasionally travel for work as necessary	*		AP, I
Highly Organised	*		AP, I
Excellent Punctuality	*		AP, I