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**STUDENT AMBASSADOR**

**We are incredibly proud of our vibrant and diverse student community. Help us create a great first impression   
of North West Regional College (NWRC) by becoming a Student Ambassador. You will be part of an enthusiastic team, learn skills that add real value to your CV, and get some exclusive freebies!**

As a Student Ambassador, you will assist the Marketing & PR team to positively NWRC and promote its benefits through a variety of activities and events. You will become a role model to both current and prospective students, by showcasing College life, the facilities, and course offering to encourage others to pursue their ambitions.

**Job Description**

The Student Ambassador role is varied and offers the opportunity to enhance your personal development and gain a wide range of skills.

**Main Activities and Duties**

As a Student Ambassador, you will represent, promote and enhance the reputation of North West Regional College to prospective students and their influencers through a range of activities and events both on and off-campus. It is totally up to you which activities you choose to take part in.

Your principal duties and responsibilities may include:

* **Case Studies** - Appearing as a student profile in our college course guides and official website.
* **Advertising Campaigns** - Participating in student recruitment campaigns, which may include outdoor advertising (e.g. Billboard, Bus).
* **Social Media** - Sharing your experience on the College's official social media channels via a video.
* **Press / Media** - Working with the Marketing & PR team to showcase the College’s work and success stories via press, radio, and television.
* **Video and Photography** - Taking part in promotional video and/or photoshoots to capture images of life on campus
* **College Events** - Guiding prospective students and their parents at Open Day and providing insight into what NWRC has to offer. Other events may include campus tours, school visits, career conventions and Higher Education / UCAS fairs
* **Creating Content** - Supporting the production of college promotional films, writing blogs, taking part in social media takeovers, etc.

**Personal Specification**

Student ambassadors must be:

* **Positive** and friendly
* Passionate and **enthusiastic** about NWRC and the student experience. Must be willing to share your own personal experiences with prospective students, parents, and teachers
* **Reliable**, hard-working, and willing to get involved
* A good **team player** who can take instruction and work with others to achieve a common goal
* **Adaptable** and willing to take part in a range of different tasks
* Must be willing to **commit** to at least two College events during the year (if applicable)

**Why Get Involved?**

Some of the key benefits include:

* **FREE** Student Ambassador pack\* (includes a premium branded hoodie, backpack, stainless steel drinking bottle, headphones, and more)
* Receive digital copies of your professional photographs
* Enhance your CV and UCAS application. Universities and graduate employers often look for evidence of extra-curricular activities and experience
* Learn about marketing and events management
* Work with a variety of people, including industry professionals
* Develop important employability skills such team working, leadership skills, and time management
* Build your confidence and improve your communication skills
* Gain a professional reference for future employment
* Receive a Certificate of Appreciation

*\*Contents are subject to change*

**Applications**

**We actively recruit Student Ambassadors throughout the year and applications are now open.**

To apply simply complete the short application form at [nwrc.ac.uk/ambassador](http://www.nwrc.ac.uk/ambassador) or email [ambassador@nwrc.ac.uk](mailto:ambassador@nwrc.ac.uk?subject=Student%20Ambassador%20Programme).

If successful, you will be invited to an informal chat in person to talk about how you can support us.

**For more information**

For more information please refer to our [Frequently Asked Questions](http://www.nwrc.ac.uk/ambassador#AmbassadorFAQ) section on our website or alternatively contact our Marketing & PR Officer by email at [ambassador@nwrc.ac.uk](mailto:ambassador@nwrc.ac.uk?subject=Student%20Ambassador%20Programme) or telephone (028) 7127 6401.