

University of Southampton Students' Union

Brand Ambassador

Job Description

The Union's mission: **unlocking the potential and enriching the life of every student**. Your role in this mission is described below.

Main purpose of role:

To be an ambassador of the SUSU brand through a range of marketing and communications activity, including; direct marketing, social media marketing, creative input and support to the Marketing & Communications Department.

Responsible to: Marketing & Communications Manager

Accountable to: Communications Coordinator

Grade: Support Staff – Level 1

Main Duties of the Post

- Help students get a better University experience through the promotion of Students' Union's opportunities
- Promote the Students' Union's activities in the various University sites, including satellites sites and halls of residence
- Deliver Union key campaigns and activities on campus
- Deliver great customer service and a friendly face
- Front of house duties during large scale events
- Assist with delivering internal and external marketing campaigns
- Assist in delivering social events for the students
- Hand out leaflets/flyers for internal/external promotional activity
- Marshall a variety of events
- Work flexibly as a member of the Marketing & Communications Team to achieve shared objectives and overcome challenges
- Contribute to the delivery of a successful events
- Conduct research to support the team
- Promote the Students' Union's values
- Ensure social media coverage of events and activities
- Contribute creatively through idea generation

Contribute to the overall effectiveness of the Union by

- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departmental plan
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of The University of Southampton Students' Union with students, University and the local community
- Working with the team to ensure a full service is provided at all times, providing cover as necessary
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.
- Such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of this post.

The Union Staff Behaviours

We have defined how we expect all staff to behave at work to live our **values**:

- Be personally **responsible** and lead by example in our work
- Be **inclusive**, making sure there is something for everyone in all we do
- Be ambitious and **engaging** by pushing the boundaries in what we offer members
- Encourage **students to lead** and be **responsive** to both staff and member ideas
- Be **transparent**, open and honest with each other and our members
- Work together, encouraging and supporting each other to do the best we can