

University of Southampton Students' Union

Brand Ambassador

Person Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify training needs once in post. We aim to recruit individuals who largely satisfy these criteria:

KEY SKILLS/QUALIFICATIONS/EXPERIENCE REQUIRED	WEIGHT *
Relevant experience in direct marketing, promoting a brand offline and online	2
Experience in live coverage of events (taking photos, Facebook live etc.)	3
Awareness and appreciation of exceptional customer service	3
Ability to learn new skills	3
Understanding of working safely	3
Experience of working as part of a team	3
Experience of flexibility in delivering a service	2
Ability to demonstrate empathy and sensitivity to the needs of others	2
Confident in using computers and IT equipment	2
Commitment to and knowledge of equal opportunities – including inclusivity and access issues	3
Commitment to and passion for the values and purpose of a Students' Union	3
Commitment to and an understanding of Equality & Diversity, Ethical & Environmental issues and Health & Safety	3

Please Note: You must be studying in WSA to be part of the WSA Brand Ambassadors Team. If you are based on another campus and interested in the role, please apply for the main Brand Ambassador position.

**On a scale of 1 - 3, how important each criterion is to the role*