

Are you an enthusiastic postgraduate student at Middlesex? Do you want to get involved in events and photoshoots, meet new people, and promote the university to prospective students?  
This job is for you!

### **Job Description**

<b>Job Title:</b>	Postgraduate Course Ambassador
<b>Department:</b>	Marketing Department
<b>Pay Rate:</b>	£11.06 p/hr
<b>Hours:</b>	Flexible & Varied
<b>Term:</b>	November 2019 until September 2020
<b>Leave:</b>	Accrued in relation to hours worked pro rata
<b>Flexibility:</b>	Given the need for flexibility, the duties/location of this post and the role of the post-holder may alter, however the Course Ambassador will be contracted to work at least two hours per week, with room for additional hours to be added depending on the task allocated.
<b>Vacancies:</b>	PG Ambassadors for 3 subject clusters, see end of document for list of available positions
<b>Job Purpose:</b>	<p>To represent and promote Middlesex University to prospective postgraduate students throughout their journey to university. You will provide in-depth insight into the students' programme/subject of interest and what it's like to be a PG student at Middlesex.</p> <p>Your main goal is to be a friendly point of contact that encourages and inspires prospective PG students to choose Middlesex and enroll with us.</p>

## **As a Postgraduate (PG) Course Ambassador at Middlesex, you will:**

### Get involved with our Postgraduate events

- Participate in PG Open Evenings, talk to prospective students, answer questions regarding courses, subject area, timetabling and act as their point of contact for student life questions at the event.
- Take part in additional PG student recruitment, conversion and student engagement events, acting as students' point of contact throughout the event
- Attend subject specific PG fairs to give a student voice, where applicable

### Flex your creative muscles

- Be part of fun photoshoot sessions with your fellow students, or help produce photographs to support content across the Marketing and Recruitment initiatives.
- Help produce video content, both of yourself and with other Course Ambassadors, for use on university webpages and in CRM (marketing emails).
- Write blog posts, as required, on various activities relating to your experiences of Middlesex University, living in London, your course and your student lifestyle.
- Post on social media as required, encouraging prospects to engage online and attend events.
- Provide quotes, testimonials and other written copy to be used across recruitment activities.

### Reach out to prospective students and other relevant duties

- Call prospective students who are interested in studying your subject. This may be to encourage to events or to answer questions they may have about studying at MDX.
- Respond to questions from students through the Unibuddy online chat platform.
- Attend compulsory training sessions for specialised events.
- Any such other duties required by Middlesex University which are consistent with the role.



## **Person Specification**

**Job Title:** PG Course Ambassador

### **Interview Dates:**

- Weeks commencing 4<sup>th</sup> November 2019

### **Start Date:**

- Training to take place during week commencing 25<sup>th</sup> November 2019
- Start of normal duties in week commencing 2<sup>nd</sup> December 2019

### **Important Dates:**

- There are a range of crucial dates throughout the student journey for which you will be required to be working. Please ensure you include any planned leave in your application.
- Important events include our Open days, Virtual Events, Open Evenings, Experience days, preparation days, External fairs and VIP events.

### **Selection Criteria:**

#### **Essential:**

- You are friendly, enthusiastic, and passionate about Middlesex University and your course.
  - Current PG students, enrolled at the university for the duration of the contract.
  - You are able to confidently and positively promote your course and your PG student experience at Middlesex University
  - You have excellent communication skills, both written and verbal
  - Evidence of strong self-motivation and ability to meet agreed objectives on own initiative
  - Evidence of effective time-management skills and the ability to prioritise workload
  - Good knowledge of the UK Further / Higher Education environment
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#### **Desirable:**

- Involvement in Middlesex University Students' Union, Societies, Sports, Volunteering or other extra-curricular activities
- Good relationships with Academic Staff from your subject area
- Knowledge of student services and facilities available at Middlesex University
- Experience in giving advice/guidance about Higher Education
- Strong digital marketing expertise and interest
- Interest/ experience in blog writing/ content management
- Experience making outbound recruitment/retention calls
- Confidence in using social media platforms such as Instagram and Facebook
- Conducting Outbound calls and using Unibuddy platform.
- Ability to create and edit video to be engaging
- Exhibit strong customer service skills, both face to face and through digital mediums
- Be able and willing to share a broad range of relatable experiences and circumstances to our prospective students. See application for a list of relevant criteria.

## **How to Apply**

Please complete the Application Form online. This will take at least 30 minutes:

<https://app.geckoform.com/public/#/modern/FOEU0244jG5ozxaO>

You will also need to upload a video of yourself! Instructions are on the application form.

**Deadline:** 11.59pm Sunday 27<sup>th</sup> October 2019

If you are currently studying any of the Postgraduate courses listed below, we are looking for a Course Ambassador for your subject area. **Please do not apply if your course is not on this list as we have already recruited to all other areas. You can only apply for the course area that you actually study in, under the Cluster column.** If you believe your course of study is missing from one of the sections that are on this list, please contact [CAScheme@mdx.ac.uk](mailto:CAScheme@mdx.ac.uk) to check before applying.

<b>Cluster</b>	<b>Programme Title</b>
Business	MSc International Tourism Management
	MSc International Hospitality and Events Management
	MA International Business Management
	MA International Human Resource Management
	MA Human Resource Management and Development
	MA Strategic Branding and Stakeholder Communication
	MSc Banking and Finance
	MSc Behavioural Economics in Action
	MSc Corporate and Marketing Communications
	MSc Digital Marketing
	MSc Strategic Marketing
	MSc Financial Management
	MSc Global Supply Chain Management
	MSc Innovation Management and Entrepreneurship
	MSc Investment and Finance
	MSc Investment Management
	MSc Management
	MSc Marine Operations Management
	Master of Business Administration (MBA)
Health	MA/PG Dip Social Work
	MA/PG Dip Advanced Social Work Practice
	GradCert/PGCert Dementia Care and Practice
	MSc Mental Health and Substance Use (Dual Diagnosis)
	MSc Mental Health Studies
	PGDip Nursing (Mental Health) (Pre-registration programme)
	PGDip Nursing (Adult) (Pre-registration programme)
	PGDip Primary Care Nursing
	MSc Midwifery Studies
	MSc Nursing Studies
	MSc Nursing Studies (Advanced Nursing Practice)

Education	PGCE Primary Education with QTS
	PGCE Secondary Education (all subjects)
	MA Education
	MA Higher Education
	PGCert Higher Education
	MA Leading Inclusive Education
	PGCert Teaching
	MA Childhood and Education in Diverse Societies
	Early Years Initial Teacher Training
	MA Translation (Audio-visual & Literary Translation)
	MA Translation (Business & Legal Translation)