



JOB PACK

Students' Union Brand Ambassador

October 2019



About us:

We are a democratically run charity, led by elected [student representatives](#) who work to represent our members academic interests and to make sure their University experience is the amazing, life changing experience it should be. We are independent of the University and work entirely for our members. Our aim is to help our members love their life at the University of Salford.

Our governance:

The Union is democratically controlled by its members through the annual election of a team of student representatives who form the Union's Trustee Board. The membership of the Trustee Board is as follows:

- Five Sabbatical Trustees (1 x President, 4 x Students' Union Officers each of whom is responsible for one of the University's 4 academic Schools)
- Four Student Trustees (appointed by the sabbatical officers and external trustees)
- Four Non Student Trustees (appointed by the sabbatical and student trustees)

The Trustees determine policy for all areas of Union activity. The Sabbatical Trustees are full time officers of the organisation and work for the Union for a year either during or at the end of their degree course in order to represent students on a full time basis

The Sabbatical Trustees work alongside the permanent Union staff to implement and carry out the strategy and policies set by the Trustee Board. The permanent staff team is managed by the Chief Executive, who is directly accountable to the Trustee Board for the Union's performance.

Benefits:

- Competitive salary
- Annual leave entitlement of 31 days (inc Bank Holidays) plus Christmas closure
- Non-contributory permanent health insurance scheme*
- Contributory pension scheme*
- Training and development opportunities
- Flexible working
- Staff social events
- NUS extra discount card*

*Subject to qualifying periods and/or contribution

Some of the things we do:

- Offer academic support and advice in our [Advice Centre](#)
- Provide over 100 different [societies](#) and [sports](#) teams to join
- Support our award winning student radio station [Shock Radio](#)
- Run [Campus Leagues](#), giving the opportunity to participate in social sport
- Run [‘Give Sport A Go’](#) sessions, allowing participation in a variety of sports with no commitment
- Run fun [social events](#), including club nights, cultural events, pub quizzes and more
- Sell [discounted tickets](#) for Manchester United, Manchester City and Bolton Wanderers football games
- Offer our members the chance to [participate and lead](#) in University governance and leadership
- Provide paid job opportunities for students to work in Atmosphere, Student Activities, Info Point and as promotions staff
- Provide a relaxed, safe social space and a place to unwind with low costs drinks and meals in [Atmosphere Kitchen and Bar](#)
- Run [student elections](#), giving our members a voice – to stand and vote
- Coordinate and work with the University of a variety of events, including Welcome Week
- Sell [NUS extra/TOTUM](#) discount cards, providing you with discounts at many popular high street shops and services
- Provide a [payment point](#) for bills and transport ticket at our finance office window

About the University:

Salford is an ambitious University, with 20,000 students contributing enormously to the local economy and their expertise transforming individuals and communities through excellent teaching, research, innovation and engagement.

They are leading in areas that include health, energy, media and the built environment and have completed impressive work with business and industry partners.

The University of Salford is a friendly, vibrant and pioneering organisation. They continually invest in their campus, facilities and industry partnerships to enhance the student experience and provide opportunities to develop the skills needed to succeed in students' future careers.

Salford has an international reputation as a research-informed institution that creates and applies new ideas, turning them into opportunities to benefit individuals and the knowledge economy, via a portfolio of over £20 million across research and enterprise.

Each year, the University of Salford works with hundreds of businesses to solve technical, commercial and strategic problems. They undertake contract research, work together on collaborative projects and support thousands of students to gain work experience and employment.

Statement of support from Dr Sam Grogan, Pro-Vice Chancellor Student Experience, University of Salford

The University of Salford enjoys a strong and productive relationship with the Students' Union, with co-production at its heart. The USSU and the University are deeply committed to working together towards continued enhancement of a bold and distinctive student experience at Salford, ensuring our students are enabled to succeed in their chosen path.

Dr Sam Grogan

Job description:

Job title: Students' Union Brand Ambassador

Responsible to: Head of Marketing

Purpose of Post:

- a) To support in the delivery of services that enable University of Salford Students' Union to ensure students love their life at Salford.
- b) To have a good knowledge of the Students' Union, its activities and services. To assist in various promotion and profile-raising activities to support the marketing and communications function of University of Salford Students' Union.
- c) Being a brand ambassador promoting the Students' Union's values in a range of ways, including but not limited to; Open Days, through Social Media, Events and being the face of campaigns.

Main duties and responsibilities:

1. Act as an 'ambassador' of the Students' Union in the form of communicating positive messages, promoting events and activities, assisting with queries and answering questions.
2. Represent the Students' Union at promotional stalls for a variety of events including but not limited to; Students' Union Elections, Varsity, Open Days and Welcome Week
3. Distribute Students' Union marketing collateral including flyers and posters.
4. Present Students' Union messages in a variety of ways including delivering lecture shout outs.
5. Attend events in a marketing and communications capacity to take photos, deliver live social media content and write follow up stories for the Students' Union website.
6. Assist the Marketing and Communications Team to deliver messages via social media channels.
7. Assist the Marketing and Communications Team to support all Students' Union departments in the delivery of activities and events.
8. Other promotional activities as and when required.
9. Acting as a Students' Union insider, promoting events and campaigns to fellow students and friends through blog posts, retweets, shares and word of mouth.
10. Be the face of the Students' Union on university Open Days, speaking to visitors, leading tours around the Students' Union and answering questions.
11. All other appropriate duties as and when required by the Head of Marketing & Communications

The terms and conditions of employment:

1. You will be employed as Students' Union Brand Ambassador and your duties will be as advised by your Line Manager.
2. You have no guaranteed hours of work in any given week. Your actual hours to be worked each week will be as necessitated by the needs of the business and will be notified to you by your Manager. In some weeks you may not be required to work any hours. Payment will only be made for actual hours worked and therefore no payment will be made for weeks where you are not required to work. Breaks are unpaid and in line with the Working Time Regulations.
3. Your wage is currently £ 9.20 (including holiday pay) per hour (equivalent to the National Living Wage for 25 years and over) payable monthly in arrears based on hours worked in the preceding month by BACS as detailed on your pay statement. For additional hours worked, you will be paid at your basic rate.
4. The contract may be terminated by either party as follows:

Under 1 month's service - Nil.

1 month up to successful completion of your probationary period - 1 week.

On successful completion of your probationary period but less than 5 years' service - 1 month.

5. Your holiday year begins on 1st October and ends on 30th September each year, during which you will receive a paid holiday entitlement of 28 days inclusive of public/bank holidays. Entitlements are pro-rata for part-time employees. In your first holiday year your entitlement will be proportionate to the amount of time left in the holiday year.

Your holiday entitlement will be paid at the rate of 12.07% of your hourly rate for each hour worked. The holiday element of your payments will be separately identified on your payslip. As holiday payments will be included each time you receive payment, you are strongly advised to set aside and save up the holiday element in order that you have funds to draw on at the time you take holidays. You will be expected to plan and to take your 5.6 weeks of holiday entitlement each year.

8. Details of the Union's Discipline and Grievance Procedures will be available upon confirmation of employment.
9. A Probationary Period of six months will apply and continuation in post beyond that period will be dependent upon satisfactory fulfilment of the duties.
10. Data Protection Act: In order to provide a service to its employees the Union records and processes a variety of personal information about them. All the personal information provided by employees and any other information kept about them for the purpose of providing the Union's service to them, will be treated in confidence and will not be disclosed to any third parties, except where permitted by law, or where an employee's consent has been received. To monitor the success of the Union's equal opportunities policy, it will record and process details of your ethnicity and any disabilities for the purpose of statistical analysis. The Union will record details of any criminal convictions employees may have to ensure the suitability of the service provided to them and to enable the Union to conform with the Protection of Children Act 1999. The uses of personal information are covered by the Union's

notification under the Data Protection Act 2018. Under the terms of the act employees have the right to obtain a copy of the information the Union holds about them.

Person specification:

Applicants should demonstrate evidence of the following criteria in their applications. We will use a range of selection methods to measure candidates' abilities in these areas including reviewing your online application; seeking references; inviting shortlisted candidates to interview and other forms of assessment action relevant to the post.

Criteria	Essential	Desirable	Tested by
Qualifications and experience			
Must be registered on a degree programme or course at University of Salford	x		A
Experience of working in a support environment (paid or voluntary)		x	A/I
Experience of presenting to an audience / positively representing an organisation face-to-face	x		A/I
Knowledge of opportunities available at the Students' Union, preferably through direct involvement	x		A/I
Knowledge of a variety of social media channels		x	A/I
Skills and abilities			
Be passionate about the Students' Union and what it stands for	x		A/I
Possess a genuine interest in making a positive contribution to the overall experience at the University of Salford Students' Union	x		A/P/I
Reliable, punctual and motivated	x		A/I
Sociable and enthusiastic	x		A/I
Confidence in approaching people to offer assistance	x		A/I
Good organisational and time management skills	x		A/I
Use initiative and self-motivated	x		A/I
Ability to work as part of a team	x		A/I
Enjoy working with students, staff and visitors	x		A/I
Excellent written, verbal, presentation and communication skills and ability to communicate with a diverse range of people	x		A/I
Ability to work unsupervised and on own initiative	x		A/I
Other requirements			
Willingness to carry out other associated duties	x		I
Awareness of how Students' Union is run and commitment to its core values	x		I
Values and personal qualities			
Desire to work within a democratic student led environment	x		I

Understanding and commitment to equal opportunities	x		I
Highly motivated to deliver success	x		I

Tested by: A (Application form); P (Presentation); I (Interview) and T (Task/assessment)