Brand & Insight Ambassador

Job Description

Title: Brand & Insight Ambassador

Department: Insight & Marketing

Scope: To assist in the gathering, reporting and understanding of student opinion to enhance the way the Students’ Union communicates and engages with its audience.

Responsible to: Line managed by: Customer Insight Manager
Supervised by: Digital Media Coordinator & Engagement Analyst

This role offers two levels of opportunity:

Support Tasks: After your induction to the role, you will be given the opportunity to take part in the supportive activities for the Insight and Marketing team, which are paid at £6.70ph (plus holiday pay). Please see the red section below.

Specialist Tasks: Upon settling into the role, you will be invited to attend additional training that offers you the chance to specialize in one of two areas: Brand or Insight. There are opportunities to specialize in both of these areas, upon completion of both sets of training. Once trained, you will be offered the chance to complete the work opportunities listed in the blue section below which are paid at £7.18ph (plus holiday pay). You may still complete Support Tasks, but the rate of pay will remain at £6.70ph (plus holiday pay).

Duties and responsibilities include, but are not limited to, the following:

**Brand and Insight support activity (for all role holders)**
- Provide good quality customer service to visitors to the University of Nottingham (including students and staff)

**Brand Specialist - £7.18ph**
- Interviewing
- PR activity
- Article development
- New content search
- Communication plan delivery and input
- Live event media coverage
- Brand monitoring
- Tone of voice consistency

**Insight Specialist - £7.18ph**
- Survey analysis
- Report writing
- Segmentation training
- Interviewing
- Thought Forum management
- Ethnographies (and segment tool development)
- Talk to students (some who are hard to reach through normal marketing channels) about the work of the Students’ Union
- Generate a positive buzz about the Students’ Union, particularly on open days, Welcome events and other major events. At times, this will involve promoting event attendance
- Feedback findings from promotional activity to the Insight and Marketing team quickly and fully.
- Gather the thoughts and opinions of University of Nottingham students across a range of subject areas and across a range of campuses
- Recruit suitable participants (who meet a prescribed demographic criteria) to complete provided questionnaires, or participate in a specifically themed focus group
- Support the delivery of focus groups, questionnaires and other data collection activities in a professional and accurate manner
- Accurately enter research findings into the Students’ Union database
- Participate in proof reading activities for reports, articles, blogs and news feed posts prior to publication
- Test Students’ Union surveys and make recommendations for their improvement

**Brand specialist activity (for those specializing in brand)**
- Promote the Students’ Union through a structured social media strategy
- Writing and sharing blogs on different issues that are relevant to the student body.
- Generating media content by taking photos and filming videos at events and activities.
- When at events, using social media platforms and other digital media for live updates or live streaming.
- Generating ideas for content that fit with the Students’ Union image, interviewing students and potentially staff.
- Working to fixed brand guidelines and ensuring PR is coherent with current communication strategy.
- Using a variety of different marketing channels to communicate with the students.
- Creating news posts using a journalistic approach and copywriting to ensure that content is coherent.
- Support campaigns and services that are in-line with the overall marketing communications plan.

**Insight specialist activity (for those specializing in insight)**
- Analyse both qualitative and quantitative data (reviewing open text survey answers and survey graphs)
- Develop concise and interesting research reports that are suitable for the target audience
- Feedback findings from research activity to the Insight and Marketing team quickly and fully
- Deliver training to student committees that covers research findings in an interesting and engaging way. This training should aim to enhance student committee understanding of student preferences and behaviours
- Develop ‘a day in the life of’ video guides of specific students, using ethnography research methods to reveal typical student actions and psyche.
- Manage and analyse qualitative information collected through the Students’ Union’s online Thought Forum.

**Miscellaneous**
- Carry out the duties in accordance with the policies of the Students’ Union which may from time to time be determined.
- Take the initiative on your own self-development to update and develop your skills and abilities.
- Comply with Health and Safety in line with current Students’ Union policies and procedures.
- Be responsible for observing and implementing good environmental practices in line with Union/Company Policies.
- Use corporate style in production of materials and documentation.
- Attend meetings as required in relation to your role and the Students’ Union as a whole.
- Perform such other duties as may be necessary within the scope of the job to meet the needs of the department and Students’ Union as directed from time to time by the Customer Insight Manager.
- The above responsibilities are detailed for guidance only. The Students’ Union is a dynamic organisation, responsive to the needs of our members. Other tasks will need to be undertaken in order to discharge the
responsibilities of the post. Any permanent changes will be incorporated into the job description by agreement. This job description does not constitute part of the contract of employment.

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<th>ESSENTIAL</th>
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<td><strong>Attainments</strong></td>
<td>• Participation in marketing or research course modules</td>
<td>• Previous experience of promotional activity</td>
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<td>• Active (or previously active) use of a coaching / teaching / instructor qualification</td>
<td>• Previous experience of data collection through questionnaire</td>
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<td>• Ability to gather relevant information from a range of scenarios using a range of methods (including interviewing, focus group facilitation, surveys)</td>
<td>• Previous involvement in University open days, or similar promotional events</td>
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<td>• Strong communication skills</td>
<td>• Past participation in social science research studies or focus groups</td>
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<td>• Experience of delivering good customer service</td>
<td>• Experience of delivering or facilitating some form of training, activity, or interactive presentation to groups of 10 or more people</td>
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<td>• Experience with and active on a variety of social media platforms; Instagram, Twitter, Facebook and Snapchat.</td>
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<td>• Experience of summarizing information concisely</td>
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<td>• Excellent spelling and grammar</td>
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<td><strong>Skills and experience</strong></td>
<td>• Strong knowledge of what the University of Nottingham Students’ Union has to offer students</td>
<td>• Understanding and interest in a range of digital marketing tools including vlogging, photography and video production</td>
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<td>• An interest in the area of research and/or marketing</td>
<td>• Understanding and interest in the concept of brand management</td>
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<td></td>
<td>• Strong knowledge of what the University of Nottingham Students’ Union has to offer students</td>
<td>• Knowledge of basic research and marketing techniques</td>
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<td>• Understanding and interest in the area of research and/or marketing</td>
<td>• Interest in current student affairs and gaining insight into causes of student behaviour and preferences</td>
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<td><strong>Knowledge and interests</strong></td>
<td>• Strong interpersonal skills and a capacity to quickly establish rapport</td>
<td>• Networking skills</td>
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<td>• Ability to remain neutral in political contexts</td>
<td>• Passion for improving the student experience here at Nottingham</td>
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<td>• Well connected to the student community, particularly through social media</td>
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<td><strong>Special aptitude</strong></td>
<td>• Current enrollment on to University of Nottingham higher education, with at least 9 months left on the course.</td>
<td>• Passionate about writing or blogging</td>
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<td>• Innovative, with an ability to use own initiative to problem solve and improve efficiency in performance</td>
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<td>• Reliable and organized</td>
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<td>• Willingness to take on new challenges and varied tasks</td>
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<td>• Self-motivation, driven to completing clear tasks</td>
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<td>• Approachable and friendly</td>
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<td>• Willingness to work flexible hours</td>
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<td><strong>Other attributes</strong></td>
<td>• Current enrollment on to University of Nottingham higher education, with at least 9 months left on the course.</td>
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- Willingness to work across all of the University of Nottingham’s UK based sites, campuses and popular accommodation areas
This post will be based in the Insight and Marketing office within the Portland Building on the Main Campus of the University, close to the QMC, however main activity will take place ‘out and about’ around the University of Nottingham’s UK based sites, campuses and popular accommodation areas.

About the Students’ Union

The Students’ Union acts as the recognised representative body of all students at the University, and every student is automatically a member free of charge. It promotes the interests and welfare of students, supporting and advising them. It provides social, cultural, sporting and recreational activities, including forums for discussions and debates, for their personal development. It is an integral and essential part of the University community and, as such, plays a full and active role in managing the affairs of the institution. In 2010 the Students’ Union became a registered charity.

With an annual financial turnover of around eight million pounds, the Students' Union is very active in all areas of interest to its members. It supports opportunities for students to represent their opinions about University life, creating improvements wherever possible; provides a comprehensive Advice Service to help students with academic, legal, financial and personal problems; finances Societies, Sports Clubs, a range of media groups, events programmes and support services; and assists over 4000 volunteers to take part in community projects. Through its associated company, UNU Services Limited, it runs 2 Shops, a Bar and a Print Shop.

As a charity the Students’ Union has a Board of Trustees which is responsible for the governance, management, strategy and budget of the Students’ Union. The Trustees currently consist of 4 of the elected Student Officers and 4 appointed External Trustees, with 4 Student Trustees. The daily work of the Students’ Union is directed by a Committee of elected Student Officers, with advice and support from staff. The Officer team is made of 7 part-time Officers and 7 full-time Officers the latter of whom are Sabbatical Officers taking a year off from their studies, and employed by the Students’ Union on a full-time basis. Each Officer has their own portfolio of individual responsibilities as well as holding the shared responsibility for creating changes which will improve the lives of students at the University.

The Students’ Union employs over two hundred staff in its Commercial Services and Membership Services. Around half of our staff are students who balance work with their studies and social lives. Other staff work full-time, some are part-time and some are required only during term-time and thus work for just part of the year. If you like working for and amongst young people, you will enjoy working for the University of Nottingham Students’ Union.

About the Insight & Marketing department

The Insight and marketing team services the needs of all Students’ Union departments, and therefore focuses on the research, promotional and design requirements of all student services. As an effective department, we pride ourselves in our ability to listen, respond and reach out to the student voice. The Brand and Insight Ambassador role will support directly with this function, enabling the team (and therefore wider Students’ Union) to place students at the heart of everything we do.

About the Role

If you are reliable, confident, approachable, hard-working and self-motivated we want YOU to be part of our team.

As Brand & Insight Ambassadors, you will be:

- Gathering the thoughts and opinions of University of Nottingham students across a range of subjects
- Arranging data collection opportunities (through focus groups or surveys) across a range of University of Nottingham campuses
- Talking to students (some who are hard to reach through normal marketing channels) about the work of the Students’ Union
- Generating a positive buzz about the Students’ Union, particularly on open days, fresher’s events and other major events. At times, this will involve promoting event attendance
- Promoting the Students’ Union through a structured social media strategy

The role will be heavily customer service orientated. You will be expected to work to high standards, be smartly turned out and remain self-motivated and approachable at all times. You will be a well-connected individual; able to reach out to all kinds of student groups. You will be unafraid to strike up a conversation with students you do not know, and you will find it easy to establish rapport with your target market (which will change regularly). You will be a person who knows a great deal about what students’ want, where they can be found, and also what the Students’ Union can provide to these students.

Emphasis is placed on self-motivation as this is a lone-working role. You will be expected to meet a minimum standard of performance and therefore an attitude that prioritises both quality and quantity of work is important.

In return we offer flexible hours, high levels of job variety and an excellent rate of pay that within this role, exceed with additional training.

**Benefits and Rewards**

**Currently:**

**Hourly Rate:** £6.70 per hour + holiday pay at 12.07%

Once trained, you be offered the chance to complete additional, more advanced work opportunities paid at Point 4 of the pay scale, £7.18ph (plus holiday pay).

**Holiday Pay Calculation:**

5.6 weeks' holiday, divided by 46.4 weeks (being 52 weeks - 5.6 weeks) multiplied by 100 = 12.07 per cent

**Hours of work:** Flexible and will change on a daily basis due to the influxes in the Students’ Union’s research requirements and promotional activity. This contract will be offered on a zero-hour basis, with research or promotional work being offered to Brand and Insight Ambassadors (who exceed the minimum standard of performance) on a first come, first serve basis.

**Contract:** Student Staff

**Pension Scheme:** A Contributory Scheme - NUSPS