# Ambassador Job Description Template

## Role Title

Digital Ambassador / Student Ambassador (adapt to your institution).

## Role Overview

As a Digital Ambassador, you will represent [Institution Name] online by sharing your experiences with prospective students. You will create short videos, photos, and FAQs, and chat with prospects via a mobile app. This role combines elements of a spokesperson and peer mentor, helping future students make confident choices about their education.

## Key Responsibilities

* Download and use The Ambassador Platform (TAP) app on your phone.
* Chat with prospective students online through the app.
* Create content (short videos, photos, FAQs) showcasing authentic student life.
* Maintain a profile on our website with your content and answers.
* Positively represent [Institution Name] in all interactions.

## Time Commitment

Around 1–2 hours per week (varies depending on demand and campaign activity).  
On average: 2 chat conversations and 2 content posts per week.

## Training

Training will be provided (on-demand resources and/or live sessions, depending on the institution).

## Benefits

* Gain valuable experience to add to your CV.
* Access an automated career reference highlighting your contributions.
* Flexible work that fits around your studies.
* Opportunity to positively influence prospective students.
* Be part of a supportive and diverse team.

## How to Apply

Please complete our short application form, explaining why you would make a great Digital Ambassador. You may also be asked to submit a written response or short video.