



CAMPUS EMPLOYMENT JOB POSTING

FOR MORE INFORMATION CONTACT
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JOB TITLE	STUDENT BRAND AMBASSADOR (Domestic Student)
DEPARTMENT	Marketing
PROGRAM RELATED	N/A

WHAT ARE STUDENT BRAND AMBASSADORS?

The new word-of-mouth. Student Brand Ambassadors are content creators and social media leaders. They act as a 'typical student' and model student behaviour through the Confederation College social channels.

DESCRIPTION

The Marketing department is seeking 2 creative and energetic students from Canada to join our team as a Student Brand Ambassador. Your key responsibilities will be to promote your experience and life at the Confederation College (campus, programs, events/activities, clubs, student life, etc.) as well as in Thunder Bay. You will do this through genuine posts, blogs, vlogs, videos, etc., developed alongside the Supervisor of Marketing & Recruitment. Your primary tasks will be generating ideas, topic selection, content creation, editing, and publishing with the goal of increasing engagement from potential students and promoting brand image. You will meet with marketing staff on a weekly basis. All content will be shared through Confederation College channels. Responsibilities include:

Content Creation

- Content curation must be of high quality and use of programs/apps like Photoshop, filters or other in app functions may be necessary.
- Capture and create content for the right feeds that align with the weekly plan (key talking points, linking to websites, or other relevant content).
- The expectation of 1 post for all events, with additional posts throughout the week on stories and other platforms. Must be willing to cross promote on their own channels.
Tag Confederation College in their posts.
- Work with Communications Officer to create content plan.
- Attend student events to create content.

Viewer Engagement

- Convey authentic enthusiasm throughout each publication.
- Engage with audience and answer questions when necessary.

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