Student Global Brand Ambassadors (International Students Only)

Department: International Education Centre (IEC)
Job Title: Global Brand Ambassador
Vacancies: 4
Pay Rate: $14.56/hr
Job Start Date: September 20th, 2021
Program Related: No
Application Deadline: September 13th, 2021 at 10:00AM
Hours: As scheduled to a maximum of 110 hrs per eligible semester

What are Student Brand Ambassadors?

The new word-of-mouth. Global Brand Ambassadors are content creators and social media leaders. They've built up followings, and have audiences that are engaged and loyal. They have access to a large audience and can persuade others by virtue of their authenticity and reach.

Description

The International Education Centre (IEC) are seeking 4 creative and energetic students from selected countries to join our team as a Global 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 International Marketing Lead of the IEC. 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.

We are looking for students from the countries listed below.

- Brazil
- Colombia
- Vietnam
- Nepal
- Philippines
- Nigeria/Ghana
- South Korea/China

The Global Brand Ambassadors must use two or more of their own existing social media accounts (e.g. Facebook, Instagram, TikTok). 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).
  - Schedule and post content across at least two platforms.
  - Minimum expectation of around 10 posts per week (fewer if student is actively blogging).

- **Viewer Engagement**
  - Convey authentic enthusiasm throughout each publication.
  - Monitor viewers' feedback and comments.
  - Engage with audience and answer questions when necessary.
  - Review your audience's comments and feedback to understand their insights.

- **Planning & Monitoring**
  - Work closely with IEC/Marketing to develop a weekly plan, identify goals, messages, platform opportunities and campaign ideas.
  - Monitor each publication based on identified goals and to understand what has done well and why.
  - Identify ways to increase reach and engagement through new ideas and insights of past efforts.
  - Report insights back to IEC/Marketing for review and discussion.

Requirements

- Interested students must already have an established and active presence online
- Demonstrated experience on social media platforms and an understanding of each
- Ability to create compelling social media content and campaigns
- Ability to engage/interact with an audience
- High visibility on a social media platform
- Culturally aware disposition
- Authentic and outgoing personality
- Tech-savvy with well-honed marketing abilities
- Project and time management skills
- Ability to network and communicate efficiently with others
- Experience with in-app functions, filters and other photo or video editing programs is a plus
- Must provide your social media handles for each platform with application for this position. Your account will be viewed by IEC/Marketing and cannot be set to private.

Eligibility

- Must be a current full-time student at Confederation College.
- Must be located in Thunder Bay.

TO APPLY:

Complete the Campus Employment Application Package online, and ensure to attach your resume and class schedule. Upon hiring, all applicants must complete the Worker Health and Safety Awareness in 4 Steps training program, or provide proof of certificate from previous completion. All students are also required to complete the COVID-19 Return to Campus Training.