

Role Profile

Role title:	Brand Ambassador
Salary:	£13.45 per hour
Full/Part Time:	Part-Time
Contract term:	Zero Hours, Fixed-Term until August 2027
Accountable to:	Marketing & Communications Team Member
Accountable for:	N/A
Hours:	Generally 2 - 8 hours per week, varying across term time. You can expect periods of no work during the year.
Location:	The duties will be delivered at the main Students' Union building and the University of Manchester campus.
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK / and a current student at either UoM, MMU or UoS graduating in 2027 or later
Benefits:	We offer a great range of benefits. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 40,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing to support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values. Our values are:

- We put students at the heart of what we do
- We provide a ‘great experience’ service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

The Marketing & Communications team are looking to recruit multiple SU Brand Ambassadors to support our brand campaign activities throughout the academic year.

The role of the SU Brand Ambassador is to welcome students to the University of Manchester, promote Students’ Union key messages, and champion the SU brand to support the work of the Marketing and Events Team. The role involves face-to-face activities with students in and around the Students’ Union and the University campus. Some examples of campaigns you will work on are Welcome Week (Freshers 2026), Refreshers, Exec elections, Reclaim the Night and more. You will support us in ensuring our organisational values are at the forefront of our marketing activity, helping us to offer students a great experience whilst at University by creating an inclusive and welcoming community where we put students at the heart of everything we do.

Working with the Marketing & Communications team you will be responsible for championing our brand by building relationships with our students and engaging with them across the variety of activities. You will do this by leading branding activity stations, handing out flyers and freebies while telling students about our upcoming events and campaigns to boost either sales and/or engagement. Helping us increase brand awareness and brand loyalty amongst our students.

When allocated to promote a campaign or support with experiential activity, the lead staff manager will provide you with guidance and any materials to help you in your duties. For example, when promoting a new offer for one of our commercial outlets you would be required to approach students and ask if they would like a free sample, giving them information about our new offer and handing out the corresponding flyers after answering any questions they might have had. As such, in this role you will confidently approach and talk to students in and around the Students’ Union building and other University buildings, whether this be to try a sample from our commercial outlets or encouraging students to vote in our LEACD MCR campaign.

This role is great for students with excellent communication skills, with a confident and outgoing personality to create a friendly and safe environment for students to engage in our events and activities.

Key Result Areas

Responsible for	Contributor to	Career Development
Supporting the on the day running of a variety of brand activity stations both within the SU building and around campus to ensure the SU Brand is visible	Contribute to increasing brand visibility for both the SU brand and our commercial brands through our experiential marketing activity. Ensuring students are always left	Coordinating activations and pop ups ensuring they run smoothly and effectively to positively boost brand visibility.

within the student population. This includes being responsible for set up, pack down and running the activity stations both individually and within a team. By doing so placing a focus on helping you to continuously improve and progress your independent management skills through being responsible for activation stations.	with a positive experience when interacting with us as a brand.	
Engaging with multiple students to promote our brand message, key events, campaigns and commercial offerings. Ensuring you are up to date with all relevant information in order to provide the best service to students. This aims to help provide a great experience for students by creating a community feel when talking to them, letting them know about all of the great things we have on offer and how we can help them should they need it.	Contribute to making sure our organisational values are at the forefront of our marketing activity, helping us to offer students a great experience whilst at University by creating an inclusive and welcoming community where we put students at the heart of everything we do.	Learning how to incorporate core company values into everyday work to ensure students are always at the forefront of activity.
Responsible for executing the preparation for promotional activity, e.g packing bags, to ensure the promotional activity can run to schedule. This is key to helping create a sense of community within the Marketing team, where everyone chips in to ensure marketing activity is fully prepared and can go ahead for students to enjoy.	Working with the Marketing & Communications team to increase engagement levels with the activities and ticket sales for events that you will be promoting. Resulting in the development and expansion of our events promotion capabilities.	Streamlining preparation and administration for activations to ensure delivery of campaign activity.

This is not an exhaustive list of responsibilities and you may be asked to carry out other duties appropriate to the role.

Organisational Stewardship & Leadership Responsibilities

- You'll participate in team planning days.
- You'll assist in key Students' Union events & activities throughout the year including Welcome Week, elections and supporting the officers in delivering their plans.
- You'll perform duties in line with the Union policy & procedure framework.
- To contribute to maintaining communal areas and team stores

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All

Education				
Open to applicants with relevant skills and experience who are eligible to work in the UK / and a current student at either UoM, MMU or UoS		✓		
Skills				
Promotion – Ability to confidently promote key messages to stakeholders and grab their attention in a small amount of time to interest them in our promotional material	✓		✓	
Customer Service – Understanding of good practice when engaging students and stakeholders and ensuring the promotion of an inclusive environment	✓			
Communication – building connections with stakeholders, relaying information, navigating and overcoming problems through discussion	✓		✓	
Personal Attributes				
Ability to cope with challenges under pressure – for example being able to handle negative responses from students and still able to approach the next group positively				✓
Ability to be adaptable and flexible in response to changing situations – for example taking different approaches when talking to different groups of students				✓
Confident and enthusiastic when talking to different stakeholders both one-on-one and in larger groups				✓
Values & Behaviours				
Align with the SU's values and behaviours both personally and professionally				✓
Insight driven – always looking for ways to collect data from a range of sources to measure the impact of your work on the student community or to inform your work		✓		
Collaborative – great at working collaboratively with team members, seeks ways to ensure all voices are heard, works with colleagues to problem solve				✓
Active Bystander – continually seeks to dismantle barriers, ensures all working practises are accessible, seeks to ensure all voices are heard and factored in when making decisions				✓

Training & Development

We don't expect you to meet every single requirement listed above. When you join us, you'll be part of a supportive team where learning is encouraged and built into everyday work.

- On-the-job learning: Most training will happen naturally as part of your role, with colleagues and managers supporting you to pick up new skills.
 - You'll gain experience in experiential marketing, campaign delivery and communication skills
 - You'll become familiar with how experiential marketing activity works as part of a wider marketing strategy
 - You will be provided with a full training and induction plan upon starting the role
- Independent and formal learning:
 - We also supply resources such as guides and videos to help you improve in certain areas, as well as workshops and training opportunities.

Working Arrangements

- The Marketing and Communications team is based in the Activities Office in the SU Building.
- This role is fully on-site due to the nature of the work. Shifts will typically be scheduled in advance, but there may be occasions where flexibility is needed.
- Core hours are usually 9–5 weekdays, except for busy periods such as Freshers.

Our Recruitment Process

The way that we recruit is designed to be fair, transparent, and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

You can find more information about our recruitment process on [our website](#).