

# GBSH Social Media Ambassador Person Specification

## Person Specification

*We are looking for students who can demonstrate the following qualities:*

- Excellent personal organisation.
- Excellent written and verbal communication skills.
- Excellent written English.
- Reliable and responsible.
- Adaptable and flexible.
- Able to work well in a team and share relevant information.
- Enthusiasm for the GBSH and keen to encourage enquirers to apply for the GBSH.
- Ability to observe and follow set procedures and guidance.
- Comfortable with being videoed and photographed
- Confident with public speaking
- Experience creating blog content is desirable
- Experience creating content for social media is desirable
- Basic photography and videography skills are desirable
- Already having an established social media presence is desirable, e.g. nano or micro-influencer

## Duties and Responsibilities:

*To be a GBSH Social Media Ambassador, you will be expected to:*

- Take part in our compulsory training workshop in September 2023.
- Take part in regular check-in meetings with the Marketing and Events Coordinator
- To commit 3 hours per week to this role.
- Create regular social media and blog content.
- Adhere to strict content deadlines.
- Answer enquiries on Unibuddy.
- Attend specified open days to answer live questions about your experience at GBSH.
- Work alongside and communicate with other SMA's.
- Follow and adhere to UCLs GDPR.
- Share GBSH content across personal social media channels.

To apply, please complete the online application form—applications close on Friday, 15<sup>th</sup> September, at midnight BST. If you have any questions about the application, please do not hesitate to contact Selena (Marketing and Events Coordinator) at [contactgbsh@ucl.ac.uk](mailto:contactgbsh@ucl.ac.uk).