Principal Student Ambassador
Team Positions
2020-2021
Dear Ambassador,

I want to start by thanking you on behalf everyone in Admissions for the work you have done this year as an Ambassador. It takes an enormous team effort and a lot of commitment to successfully run visiting days, schools events and all the other activities the Ambassadors are involved in. Our thanks go to each and every one of you.

Admissions is now at the point of the year where we are looking to recruit next year’s Principal Ambassador Team. This is the team that recruits, trains and organises our Ambassadors, alongside much more that you do not see behind the scenes.

For 2020-2021 there will seven members of the Principal Ambassador Team:

- Principal
- Vice Principal College Hall
- Vice Principal Halls and subject applicant days
- Vice Principal Admissions tours
- Vice Principal Experience and marketing
- Vice Principal Access and Widening Participation Events
- Vice Principal Access and Widening Participation Shadowing and Mentoring

Details of all the duties and responsibilities for these positions are attached.

You can apply for as many posts as you wish, and whilst many may seem daunting, they represent a fantastic development opportunity. The whole team is trained and supported by Admissions, so we would encourage any of our Ambassadors to apply, whether you are an Associate or a current member of the Principal Ambassador team.

All applications require completion of the linked application form and shortlisted candidates for each post will be interviewed in a group.

**The deadline for completed applications is midnight on Tuesday 4 February.**

Applications will then be read and candidates who reach the interview stage will be informed by close of business on Friday 7 February. Interviews will be held between **10 February and 20 February.**

If you wish to informally discuss an application or have any questions please contact me or a member of the current Principal Ambassador Team by email: visitingdaysadmin@st-andrews.ac.uk / princamb@st-andrews.ac.uk

Best of luck

Beth Thomas
Ambassador Manager
**The Principal Ambassador**

The role of the Principal Ambassador is to ensure that the ambassadorial team functions well in all aspects of the service. There will be times when you will need to assist VPs in their duties but on the whole your position is one of leadership, finding strategies to help the team and dealing with problems when they arise.

**Duties:**

- Report directly to Visitor Experience Co-ordinator
- Lead in the recruitment and training of new Ambassadors
- Lead and coordinate the principal team on the allocation and approval of online timesheets across all Ambassador projects.
- Liaise with your VPs to ensure that there are enough Ambassadors to participate in school/college projects and that they have begun preparations for all events.
- Liaise with the VP Ambassadors in relation to producing appropriate training materials and take the lead on Ambassador training.
- Convening Principal Team meetings (weekly) with Admissions staff.
- Co-ordinate social evenings, and production of Ambassador Merchandise.
- Check personal and princamb emails daily in case there are any urgent matters regarding individual contracts or payments. Maintain the ambassadors’ database and email list in a central location accessible by Admissions staff (Office 365), record hours of work for each ambassador.
- Development and maintenance of the Ambassador’s Scholarship.
- Liaise with College Hall VP regarding online timesheets, ensure each has been signed off.
- External Events:
  - Liaise with the rest of the Principal Ambassador Team and Admissions staff to coordinate ambassador help at external fairs and events.
  - Make sure ambassadors attending external events are adequately trained.
  - Help train new Reception Ambassadors: Talk through the Reception Guidelines, work through any tricky questions that they may possibly be asked, reminder about presentation, audibility and courteousness.
- Cover Admissions Reception for at least one shift each week, classes allowing.
- On Visiting Days, meet at Admissions to help take trolleys to College Hall. Be present at each Visiting Day from 7.30am until 4.30pm excepting only classes and one hour for lunch.
• Lead on twice annual promotion of ambassadors.
• Verify that ambassadors on Tier 4 visas are logging hours as per guidelines.
• Other duties as assigned by Line Manager.

**Vice Principal Ambassador – College Hall**

**Duties:**

• Report directly to Visiting Day Co-ordinator and Principal Ambassador
• Using the numbers update from the Visiting Day Co-ordinator, update/create the Senior/Junior and Associate Ambassador rotas for the visiting day, distribute and monitor as appropriate.
• Ensure all ambassadors working on a visiting day have been trained in College Hall responsibilities.
• Responsibility for approving of hours and reporting to the Admissions team.
• Maintain good communication with all Ambassadors and Admissions staff.
• Keep a list of the special instructions coming from Admissions relating to the visiting day. Communicate any appropriate updates to all Ambassadors prior to the visiting day via the Tuesday night update email.
• Attend all Principal Team meetings.
• Manage the flow of visitors into and out of the core talks.
• Supervise ambassadors in Upper and Lower College Hall, ensuring all is running smoothly. Sport check ambassadors to make sure that they are doing/saying the right thing when dealing with visitors. Provide support and advice to ambassadors mingling and helping visitors with their itineraries.
• Be available to answer any queries from ambassadors or visitors.
• At the end of the visiting day, manage the tidy up and ensure everything is re-packed into trolleys to be returned to Admissions.
• Cover Admissions Reception for at least one shift each week, classes allowing.
• On Visiting Days, meet at Admissions to help take trolleys to College Hall. Be present at each Visiting Day from 7.30am until 4.30pm excepting only classes and one hour for lunch.

**Vice Principal Ambassador – Admissions Tours**

• Liaise with Talk and Tour Administrator and Visitor Experience Co-ordinator to arrange daily tour and any ad-hoc tours.
• Approve all hours worked by the Admissions Tour guides.
• Liaise with the Principal Ambassador to arrange tour training for all tour Ambassadors. Training should include being shown the route, including a rough outline of what should be said at each point, and reminding guides about presentation, audibility and courtesy. Train ambassadors on how best to greet, accompany and speak to their groups.

• Responsibility for organising the tour rota on a visiting day and ensuring that guides are present when they should be. Maintain a list of which guide is taking which tour, and manage the sending off of tour groups and their size.

• Spot-check tours throughout the year to ensure that tours continue to be of high standard. Provide support to newly-trained tour guides. Be friendly and if you see a tour guide around town, ask them how it went.

• Liaise with the VP Ambassador for Halls and Subject Applicant Days to organise tour guides for the days.

• Liaise with Visitor Experience Team and Principal Ambassador to create the talk and tour list of Ambassadors, and a list of VIP tour guides for high-level tours, at the start of each academic year.

• Cover Admissions Reception for at least one shift each week, classes allowing.

• On Visiting Days, meet at Admissions to help take trolleys to College Hall. Be present at each Visiting Day from 7.30am until 4.30pm excepting only classes and one hour for lunch.

• Responsibility for approving of hours and reporting to the Admissions team.

• Attend all Principal Team meetings.

Vice Principal Ambassador– Halls & Subject Applicant Days

Duties:

• Report directly to the Visiting Day Co-ordinator and Principal Ambassador.

• Familiarise yourself with each Hall of Residence being used on the visiting days.

• Liaise with and build a working relationship with the residence managers and brief them on dates, times and possible numbers of attendees prior to the days.

• Responsibility for training all halls Ambassadors, ensuring that all are trained in at least two halls.

• Responsibility for the creation of the visiting day halls rota, and the approving of hours as submitted.

• Be ready and prepared to receive tour groups during the agreed hours on a visiting day.

• Keep a clear line of contact between you and the senior ambassador in each hall at all times, and with the Visiting Day Co-ordinator.

• Alert the Visiting Day Co-ordinator of any problems immediately.

• Liaise with Admissions and Academic staff to organise Accommodation and Town tours on Subject Applicant Days.
• Attend and supervise any Subject Applicant day tours of Town and Halls.

• Cover Admissions Reception for at least one shift each week, classes allowing.

• On Visiting Days, meet at Admissions to help take trolleys to College Hall. Be present at each Visiting Day from 7.30am until 4.30pm excepting only classes and one hour for lunch.

• Attend all Principal Team meetings.

**Vice Principal Ambassador – Experience and Marketing**

This Vice Principal Ambassador post will help the Admissions team deliver a better experience of St Andrews for prospective students and their parents through a range of initiatives and channels.

The VP Experience and marketing will work closely with the marketing team in Admissions on digital projects (including content creation and social media), market research and the experience of visiting St Andrews.

This post will include four hours per week based in Admissions (hours TBC, depending on successful candidate’s schedule).

• Projects aimed at improving the experience of visiting the university. Help to analyse spreadsheets and other data collected that relates to marketing.

• Co-ordinate any other Ambassadors brought in to help on marketing projects and approve their hours, reporting to Admissions.

• Assist the Principal and other VPs on Ambassador activities, such as training and recruitment of Ambassadors.

• Co-ordinate content (photographs and quotes) for the UG and PG prospectus.

• Engage in market research for the Admissions team, looking at best practice across the sector. Assist with surveying and focus groups.

• Work with Admissions on digital content campaigns and projects, including social media and on Visiting Days.

• Create content for and manage social media on Visiting Days. Oversee ambassadors who are assisting with this.

• Manage the askamb@ email account.

• Organise and monitor the Student Experience talk(s) on the visiting days.

• Cover Admissions Reception for at least one shift each week, classes allowing.

• On Visiting Days, meet at Admissions to help take trolleys to College Hall. Be present at each Visiting Day from 7.30am until 4.30pm excepting only classes and one hour for lunch.

• Attend all Principal Team meetings.

**Vice Principals for Access and Widening Participation**
Admissions are responsible for a number of projects that promote access and widening participation (WP) for prospective students as well as a series of programmes under the Lifelong and Flexible Learning (LFL) scheme. The Vice Principal Ambassador for Access and Widening Participation is responsible for recruiting, training and coordinating ambassador support for all Widening Participation and Access Events and First Chances /Reach activities. All duties will be carried out under the direction and supervision of Access and Widening Participation project coordinators.

**PROJECTS**
- First Chances Foundation
- First Chances Senior Phase (with Reach)
- Student Shadowing and Mentoring
- Summer Schools
- Sutton Trust
- ARC (Access for Rural Communities)

**TEACHERS**
- Guidance Information
- Teachers Together Conference

**LIFELONG & FLEXIBLE LEARNING**
- Local college initiatives
- SWAP (Scottish Wider Access Programme)
- MA Combined Studies
- Full Time General Degree Projects

**Vice Principal Student Ambassador Access and Widening Participation (Events)**
- Be the link person between all access and Widening Participation ambassadors and project coordinators in Admissions.
- Liaise with project coordinators in Admissions and the Principal Ambassador Team to process student applications for incoming ambassadors and assess suitability for work within the Access and Widening Participation portfolios and at events.
- Liaise with Admissions staff to ensure that all necessary paperwork is completed for each student before commencing project.
- Be involved in the training and recruitment of ambassadors for particular projects.
- Take an active role in the projects, encouraging other Access and Widening Participation ambassadors to do so.
- Liaise with the appropriate members of staff to support the coordination and running of all Access and Widening Participation events and activities.
- Maintain a database/list of those Ambassadors who have participated in WP projects and sign off hours worked.
- Work collaboratively with the Principal Ambassador Team to raise awareness of WP across the Ambassador programme in general.
- Provide administrative support to project managers in relation to WP activities.
• Attend regular meetings with WP Admissions team to discuss ambassador training, recruitment and participation at events and tutoring sessions highlight any issues that arise.

• Respond to all enquiries in accordance with the University of St Andrews email policy, forwarded any non-standard enquiries to the relevant admissions team coordinator.

• The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.

• Work in a professional manner at all times and seeking advice when non-standard situations arise.

• Work closely with the Vice Principal Access and Widening Participation (Mentoring and Shadowing), covering duties as and when required.

• Any other duties that are required for the successful running of shadowing and mentoring projects as instructed by Access and Widening Participation Admissions team.

• Attend weekly meeting of the Principal Team.

• Attend visiting days when possible, and assist in general running of the event.

• Cover Admissions Reception for at least one shift each week, classes allowing.

**Vice Principal Student Ambassador Access and Widening Participation - Shadowing and Mentoring**

• Be the link person between all Outreach & Access shadowing and mentor ambassadors and project coordinators in Admissions.

• Take time to understand the projects that are being run in schools and colleges

• Liaise with project coordinators in Admissions and the Principal Ambassador team to process student applications for incoming shadowing and mentor ambassadors and assess suitability for work within the Outreach and Access portfolios.

• Liaise with Admissions staff to ensure that all necessary paperwork is completed for each student before commencing project.

• Be involved in the training and recruitment of students for mentoring and shadowing and create a strong reliable team.

• Take an active role in the mentoring and shadowing projects, encouraging other Widening Access and Participation ambassadors to sign up for shadowing and mentoring opportunities.

• Liaise with the appropriate members of staff to support the coordination and running of all shadowing and mentoring programmes.

• Report any non-standard STAN issues promptly to project coordinator.

• Maintain a database/list of those Ambassadors who are current mentors and are involved in shadowing days and sign off hours worked.
• Work collaboratively with the Principal Ambassador Team to raise awareness of Widening Access and Participation projects across the Ambassador Programme in general.

• Provide administrative support to project managers in relation to Widening Access and Participation.

• Attend regular meetings with Widening Access and Participation Admissions team to discuss progress with mentoring and shadowing highlight any potential issues.

• Monitor First Chances conversations between mentor and mentee as directed by project coordinators, highlighting any issues that occur and following up with students’ mentors that are fulfilling their role and responsibilities.

• Respond to all enquires in accordance with the University of St Andrews email policy, forwarded any non-standard enquires to the relevant admissions team coordinator.

• The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.

• Work in a professional manner at all times and seeking advice when nonstandard situations arise.

• Work closely with the Vice Principal Access and Widening Participation (Events), covering duties as and when required.

• Any other duties that are required for the successful running of shadowing and mentoring projects as instructed by Widening Access and Participation admissions team.

• Attend weekly meeting of the Principal Team.

• Attend visiting days when possible, and assist in general running of the event.

• Cover Admissions Reception for at least one shift each week, classes allowing.