



UBSport Brand Ambassador

University of Birmingham Sport Marketing department supports the University's 55 sports clubs, sport events, the Extra Mile volunteer programme, participation programmes, Performance Centre and sport scholars as well as the promotion of the Sport & Fitness club. To support this work we are looking for enthusiastic students who have a passion and knowledge for sport to promote our services and facilities and become a role model for living a healthy, active lifestyle.

Tasks

- Attending and contributing to all UBSport events such as Welcome Week, Sports Fair, Open Days, Applicant Visit Days, Premier Squash League, promotion and one-off events
- General promotion of UBSport across campus and halls of residence
- Supporting event management
- Coverage and promotion of university matches in the British University & College Sport leagues and competitions
- Assisting with market research
- Delivering presentations on UBSport to (prospective) students
- Live streaming sport matches and events (training and equipment is provided)

Benefits

- The opportunity to work alongside PR and marketing professionals
- Marketing, events and promotional experience
- Free gym and swim membership
- 60 free Group Exercise classes
- University of Birmingham PlayerLayer kit
- Development of communication skills
- First-hand role in enhancing the student experience
- Endorsed by Personal Skills Award with a value of 70 points

Skills needed

- Excellent interpersonal skills, confidence, ability to speak knowledgeably.
- Enthusiastic individual with knowledge of/ an interest in sport and fitness at the University.
- Time management
- Ability to work independently
- Reliable
- Flexible schedule
- Positive attitude
- Would particularly suit someone interested in pursuing a career in sport and/or marketing.

Commitment

- Approximately 60 hours across the year, although flexibility is required
- Informal end of year review meeting with UBSport Marketing Department

If you are interested please send the following to Lauren Massey (Marketing Officer) on l.massey.1@bham.ac.uk:

- A copy of your CV
- A cover letter
- 300-500 words on what you think the key messages are that must be relayed to prospective students during Open Days or Welcome Week

Please use the subject: 'Brand Ambassador Application' and send by midnight on Sunday 26th August.

You must be available for a minimum of two days within Welcome Week (24 –30th and University of Birmingham Undergraduate Open Days on September 15 and Saturday 20 October.

Interviews are due to take place week commencing 3rd September.

