

Post Details		Last Updated: July 2026	
Faculty/Administrative/Service Department:	UK Student Recruitment Widening Participation & Success International Student Recruitment Corporate Marketing and Communications		
Job Title:	Student Ambassador		
Job Family & Job Level	Professional Services	1	
Responsible to:	Amanda Boissevain & Jordan Richardson UK Student Recruitment Rob Thatcher & Emily Dunbar Widening Participation & Outreach Lucy Fisher & Katherine Heathward International Student Recruitment Tabitha Richardson Student Marketing & Communications		
<u>Job Purpose Statement & Main Responsibilities/Activities:</u>			
As part of a multi-disciplinary team of student ambassadors you will be acting as a representative of the University of Surrey. You will be involved in the important area of widening participation, student recruitment and marketing which involves engaging with prospective and current students (both undergraduate and postgraduate) and their families to provide information to help them in their decision making about attending university. The postholder will play a part in championing diversity within the university.			
<u>Problem Solving, Accountability and Dimensions of the role</u>			
The post holder works within established processes and procedures as set out by their Manager. The post holder may work with minimal day to day supervision and should work in a proactive and flexible manner. The post holder must develop general knowledge of the University and its activities to be able to provide accurate information and advice or be able to refer enquiries to an appropriate person. The post holder is able to refer more complex or unusual enquiries to the appropriate Manager for advice/ guidance/ resolution.			
<u>Relationships</u>			
The post holder will play a part in championing quality customer service and promoting the University/Higher Education to: • External stakeholders such as students (both UK and International), families, teachers, advisors, schools and other university representatives • Internal contacts include; Corporate Marketing & Communications, UK Student Recruitment, International Student Recruitment, Widening Participation & Outreach, faculty staff and academics as well as other university departmental staff			
This job purpose reflects the core activities of the post. As the Department/Faculty and the post-holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post-holder will recognise this and will adopt a flexible approach to work. This will include undertaking relevant training. Should significant changes to the job purpose become necessary, the post-holder will be consulted and the changes reflected in a revised job purpose.			

Person Specification

This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role.	Essential/ Desirable	Level 1-3
Current student at the University of Surrey	E	1
Must complete an enhanced DBS check or Code of Conduct	E	n/a
Knowledge of university services, courses and activities	D	n/a
Familiarity with Microsoft Office, email, switchboard, the internet and databases	D	n/a
Knowledge of the Higher Education sector	D	n/a
Experience of working independently	D	n/a
Experience of working in a customer facing environment	D	n/a
Special Requirements:	Essential/ Desirable	Level 1-3
Initial training is compulsory; non-attendance will result in removal from the scheme.	E	n/a
Flexibility to work evenings and weekends	D	n/a
Core Competencies This section contains the level of competency required to carry out this role.	Level 1-3	
Communication		2
Adaptability / Flexibility		1
Customer/Client service and support		2
Planning and Organising		1
Teamwork		2
Continuous Improvement		1
Problem Solving and Decision-Making Skills		1
Influencing, Persuasion and Negotiation Skills		1
Leadership / Management		n/a
Creative and Analytical Thinking		1
Strategic Thinking		n/a

Key Responsibilities

This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum) and should be read in conjunction with the accompanying Job Purpose.

All staff are expected to:

Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.
- Excellent environmental performance is a strategic objective for the University of Surrey. All staff are encouraged to work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.

Undertake such other duties within the scope of the post as may be requested by your Manager.

UK Student Recruitment

The UK Student Recruitment Team attend a large number of events in the UK and EU each year, representing the University of Surrey and raising awareness of the courses available, they also run a small number of campus-based school visits. Student Ambassadors are expected to assist with HE events where required, delivering outstanding customer service in dealing with enquirers at a number of events throughout the year, including Applicant Days, Open Days, HE Fairs, Student Life presentations, UCAS Conventions, Campus Visits, Campus Tours, Clearing and more.

Student ambassadors are responsible for interacting with visitors to the University, delivering outstanding customer service in dealing with enquirers at a number of events throughout the year, including Open Days, Applicant Days, Campus Tours, Graduation, Welcome Week and more.

Corporate Marketing and Communications

The Corporate Marketing and Communications team has many opportunities for undergraduate and postgraduate student ambassadors to get involved in; including photo shoots, videos, case studies, webinars, focus groups, social media take overs and blogging. We are looking for students with a particular interest in social media and who would like to retain a regularly post with the student marketing team carrying out social media related recruitment activities such as running our Facebook group and doing a weekly blog.

1. Provide accurate and interesting information to prospective UK/EU students and their families on all aspects of being a student at Surrey, including accommodation advice, student life and general enquiries.
2. Assisting with Applicant Days that are held between November – April; leading campus tours, giving advice, escorting visitors to locations on campus and being on parking duty when required.
3. Attend a variety of events on and off-campus throughout the year such as; campus visits, UCAS Conventions and HE Fairs.
4. Present clearly to large groups of parents and potential students.
5. Interact with potential UG and PG students via social media accounts such as Instagram and Facebook.
6. Deliver outstanding customer service at all times.
7. Provide campus tours to prospective students, their families and visitors to the University.
8. Varied roles assisting with school visits and Open Days and Applicant Days, including campus tours, accommodation advice and general enquiries.
9. Support the Data Insight team in conducting market research.
10. Provide support during Confirmation and Clearing.

N.B. The above list is not exhaustive.

International Student Recruitment

The International Student Recruitment Team attends a large number of events in the UK and overseas representing the University of Surrey and raising awareness of the University and programmes. International ambassadors are primarily involved in leading campus tours, blogging and responding to email queries from prospective students from their country. There are opportunities to also be involved in other events such as Applicant Days and Open Days, in addition to other ad hoc administrative tasks.

N.B Ambassadors working for this strand are not expected to travel abroad.

1. Provide accurate and interesting information to prospective students and their families, either by email, in person or via telephone, on all aspects of being a student, particularly moving to the UK for the first time and settling into the University.
2. Answer email queries from prospective international students in a timely manner, including information that is accurate and relevant to the sender.
3. Contribute to a blog and other social media channels for prospective international students making sure the content is appropriate for the audience.
4. Present clearly to parents and potential students during campus tours and at Open Days and Applicant Days.
5. Provide country-specific knowledge to the International Student Recruitment team to enable them to give the most relevant, up to date information to prospective students.
6. Additional tasks as and when required to support the work of the International Student Recruitment team.
7. Using a language other than English for all of the above tasks when required.

Widening Participation & Outreach

The Widening Participation & Outreach team aims to raise the aspirations and attainment of students from underrepresented groups* who have the potential to progress into Higher Education. This is achieved by providing the students, their teachers and their families with a high quality, sustained and coherent programme of exciting and informative activities such as campus visits & online webinars; Information and Advice based workshops; Online Mentoring, Careers Fairs, Subject-specific Taster days and Residential Summer Schools. The programme is primarily targeted at pupils in Years 5 to 12 who meet certain Widening Participation criteria. Student Ambassadors are expected to assist with these events where required, delivering outstanding customer service throughout the year.

* Underrepresented groups include but are not limited to: students from families with no parental history of Higher Education, students from non-professional households, young carers, disabled students, looked after children, care leavers, Refugees & Asylum Seekers, and Gypsy, Roma and Traveller students.

1. Give students and young people accurate information about Higher Education, the University of Surrey and University life.
2. Support Widening Participation & Outreach with the delivery of outreach events including, Residential Summer Schools and other Sustained Engagement Programmes.
3. Adopt varied roles to support the Widening Participation & Outreach initiatives and be flexible to adapt in new situations. Responsibilities may include, supervising a group of students and encouraging them to participate in group activities, leading campus tours, speaking about your own university experience etc.
4. Ability to build rapport with students from varied backgrounds by adapting your communication style according to the audience.
5. Provide administrative support as and when required by the team.

N.B. The above list is not exhaustive.