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| Student Ambassador – Content Creator - Person Specification - Attributes | **Essential** | **Desirable** | **Evidenced** |
| Experience1. Experience of using personal social media profiles
2. Experience of using business social media profiles
3. Experience of writing in a creative style or experience of writing blogs
 | Essential | DesirableDesirable | Application/Selection day |
| Qualifications/training1. Current University of Huddersfield student | Essential  |  | Application/Selection day |
| Special Knowledge/Ability1. Knowledge of what content suits social media or what content performs well
2. Knowledge of social media channels including Facebook, Instagram, YouTube and TikTok
3. Ability to engage an audience through chosen medium (video/photo/writing)
 | EssentialEssential | Desirable | Application/Selection day  |
| Communication1. Ability to communicate effectively with a wide range of people
2. Ability to speak to camera
3. Ability to write about the student experience with high standard of spelling and grammar
 | EssentialEssential | Desirable | Application/Selection day |
| Personal Qualities1. Ability to work on own initiative
2. Ability to work as a member of a team
3. Ability to be pro-active
4. Attention to detail
5. Flexible approach
6. Fun and enthusiastic
7. Positive attitude towards university life
8. Good time keeping skills and attendance record
9. Presentable appearance
10. Ability to work to deadline
 | EssentialEssentialEssentialEssentialEssentialEssentialEssentialEssentialEssential | Desirable | Application/Selection day  |