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| Student Ambassador – Content Creator - Person Specification - Attributes | **Essential** | **Desirable** | **Evidenced** |
| Experience  1. 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 | Desirable  Desirable | Application/  Selection day |
| Qualifications/training 1. Current University of Huddersfield student | Essential |  | Application/  Selection day |
| Special Knowledge/Ability  1. 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) | Essential  Essential | Desirable | Application/  Selection day |
| Communication  1. 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 | Essential  Essential | Desirable | Application/  Selection day |
| Personal Qualities  1. 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 | Essential  Essential  Essential  Essential  Essential  Essential  Essential  Essential  Essential | Desirable | Application/  Selection day |