



# Recruitment Pack

Student Ambassador Coordinator  
FAL0441

Responsible to  
Date  
Job category  
Location  
Salary  
Contract type

Corporate Events Officer  
1 July 2016  
Professional Services  
Falmouth Campus  
From £22,249 - £25,769 pro rata  
Permanent Part-time, 17.5 hours per week





<b>Welcome</b>	<b>3</b>
<b>About Falmouth University</b>	<b>4</b>
<b>Location and lifestyle</b>	<b>5</b>
<b>Working for Falmouth University</b>	<b>6</b>
<b>About the team</b>	<b>7</b>
<b>Job Description</b>	<b>8</b>
<b>Personal Specifications</b>	<b>9</b>
<b>Key Information</b>	<b>10</b>





# Welcome

**Falmouth University is the number one ranked Arts University in The Sunday Times University Guide, The Complete University Guide and The Guardian University league table. For more than a hundred years we have been on a journey from School of Art to a modern creative innovation hub.**

Our success in the league tables has been built on a reputation for excellence established over decades. Today, it is our unique approach to Higher Education that sets us apart. By responding to the growth of the creative industries, with a course portfolio that is flexible and aligned to the real world, we have increased our student numbers by more than 30% in two years.

Our number one strategic objective for 2020 is to get our graduates great jobs and 97% of our alumni are in work or further study six months after they leave us.





# Falmouth University

Falmouth is a major creative innovation hub located in the centre of Cornwall, an inspirational place with a long history of creative and cultural innovation that is now home to one of the largest Creative Industries clusters in the UK.

Founded over a century ago as Falmouth School of Art in 1902, Falmouth merged with Dartington College of Arts in 2008 and was granted university title in 2013. In 2015, we appointed world renowned performer and writer, Dawn French, as our inaugural Chancellor.

The University is situated on two main campuses: the historic Falmouth Campus, and the Penryn Campus, acquired in 1999 and developed with over £100 million of investment, supported by European Regional Development Fund (ERDF) Convergence, the South West Regional Development Agency, and the Higher Education Funding Council for England.

Falmouth has grown rapidly in recent years, doubling in size since 2006. Our comprehensive portfolio uniquely and equally spans all of the creative art forms and is available at Foundation, BA, MA and PhD levels. Our facilities are pitched at industry standard and our staff are respected and experienced professionals in their fields.

With a mission to 'be a world class University that gives creative minds inspiring futures,' we produce highly employable and professionally astute graduates with the expertise to be successful in the growing Creative Industries, as well as the flexibility and imagination to apply their creativity for the benefit of many other sectors.

Our values - to be creative, connected and courageous – focus on guiding our students into successful careers in the Creative Industries.

Looking to 2020 our new strategic plan identifies five key aims: to produce satisfied graduates who get great jobs; to help grow Cornwall; to expand and diversify what we do; to escalate our research and innovation; to be internationally significant.



Left James White BA(hons) Fashion Design  
Above Tom Pullin BA(hons) Illustration



# Location and Lifestyle

Located on the UK's southwestern edge, Falmouth has long inspired creative minds.

Beyond the University, the National Maritime Museum Cornwall, Discovery Quay and the marina provide an insight into the geography and history of the town. The cultural legacy of Falmouth itself is legendary. The cafes, bars and micro-breweries are the best in the county. You'll find the quirky, alternative and stimulating.

Cornwall offers a unique lifestyle; the great outdoors, the Cornish coast and a landscape that has energised creative people for centuries are all right on your doorstep. It is one of the most beautiful parts of the country with a great natural and historic environment to enjoy.

The dramatic coastline stretches for hundreds of miles and is home to golden sandy beaches, beautiful towns and captivating fishing harbours, from the spectacular Minack Theatre to the UK's most westerly point, Land's End, to the cobbled streets



of St Ives, there are plenty of places to explore. As well as the coast, escape to the countryside to discover the diverse landscape of Bodmin Moor. Falmouth is the gateway to the stunning Fal River, with fascinating maritime heritage; the area is perfect for watersports and boating with exceptional sailing in Carrick Roads and the Fal Estuary.

In the neighbouring towns of Falmouth and Penryn you'll find beaches, spectacular scenery, specialist shops from local art to antiques and a whole host of individual bars and restaurants. The area is well known for its year round events calendar including Falmouth Week, Falmouth Oyster Festival, Penryn Arts Festival and the ever popular International Sea Shanty Festival.

The arts are integral to Cornwall's culture and economy with a wealth of contemporary artists, musicians, performers, designers, film-makers and writers all working within the county. Cornwall has a flourishing creative industries sector. The county has a proud heritage, with towns and villages steeped in history.

Cornwall is an excellent place for families. There are a number of primary schools in Falmouth, Penryn and the neighbouring villages. Secondary schools in the area include Falmouth Community School, which also has sixth form, and Penryn College.

For more information about Falmouth  
please visit: [falmouth.ac.uk](http://falmouth.ac.uk)

**FALMOUTH**  
UNIVERSITY





# Working for Falmouth University

There couldn't be a better time to work with us at Falmouth University. We're building a new and exciting future for our people, our students and ourselves, and our impact on the world we live in.

## Ethos and values

We couldn't have achieved our leading status without the quality and commitment of our people. So naturally the package and range of rewards and benefits on offer to Falmouth University people is everything you'd expect. Whether you're based at our Falmouth or Penryn Campus, you'll find the environment perfect to succeed and excel. You'll never look back.

## Salary and bonuses

Competitive salary with an incremental salary scheme with annual cost of living increases. Exceptional staff are rewarded through non-contractual bonuses and our annual Staff Excellence Awards.

## Pension schemes

Professional services staff join the Local Government Pension Scheme, a defined benefits scheme.

## 6 Recruitment package

## Professional development

Falmouth University has an annual programme of internal training to support staff in their roles, as well as an extensive on-line library of professional resources to support staff in their personal and professional development. Each member of staff has an annual personal Performance and Development Review.

## Family

The University offers enhanced maternity and paternity pay for eligible staff. There are nursery facilities at Falmouth Campus with discounts for staff, and a new nursery planned for Penryn Campus in September 2016.

## Lifestyle benefits

Falmouth University offers a number of money-saving salary sacrifice schemes including childcare vouchers, Cyclescheme for bike purchase and car parking (for eligible staff). Staff are eligible for discounted membership of the Penryn Campus Sports Centre gym.

## Wellbeing and support

The University offers staff access to free and confidential counselling and support through Relate.





# About the Team

**The Corporate Events team has overall responsibility for planning and delivering Falmouth's annual calendar of events.**

University events include regular events such as Open Days, Graduation, Freshers' Week and the Staff Excellence Awards as well as one off events to support specific campaigns and launches. The team works closely with the Vice-Chancellor's Office and the Communications and Sales teams and provides a comprehensive service for all aspects of event delivery, both on and off campus.

Events at Falmouth are central to student recruitment and corporate messaging. The Corporate Events team prides itself on delivering an outstanding experience to event participants, enhancing Falmouth's reputation and supporting key business targets.

The Events team also manages Falmouth's 350 student ambassadors, who are deployed to support student recruitment and other events. The Student Ambassador Coordinator is responsible for recruiting, training and managing the ambassadors for events, campus tours and other student recruitment and community engagement activity.







**This is a part time (0.5 FTE) position employed on an annualised hours contract basis, reflecting the need to work evenings and weekends.**

### Job purpose

To support the planning, development and management of the Student Ambassador Scheme to support the University's student recruitment strategy and associated events and activities.

### Main duties and responsibilities

- Develop and manage the Student Ambassador Scheme including setting of appropriate targets and ensuring these are met.
- Manage the recruitment and selection of a 200+ team of Student Ambassadors across all courses.
- In conjunction with internal colleagues and external agencies, develop and deliver training to Student Ambassadors to enable them to best represent the University and their academic departments to prospective students, their families, teachers and corporate contacts.
- Source, order and manage any consumables and supplies required by the Scheme.
- Act as a role model for Student Ambassadors, inspiring and motivating them to excellent performance in their roles.
- Maintain the database of Student Ambassadors, including their course, assignment records, training, skills, knowledge and experience.
- Monitor the performance of Student Ambassadors through personal observation and interaction, and by seeking structured feedback from internal colleagues. Remove students from the scheme if necessary.
- Using the University calendar, the corporate events

calendar and the student recruitment campaign plan, proactively plan the deployment of Student Ambassadors at key events.

- Hold devolved responsibility for the Student Ambassador Scheme budget, ensuring the University receives best value for money.
- Respond to requests from internal colleagues for Student Ambassadors for departmental activities and campaigns.
- Where appropriate, take the lead for the delivery of specific events or work packages.

Manage and support all event-related tasks on day of event: venue preparation, staffing of events, greeting and hosting of participants, coordinating with suppliers and service suppliers.

- Prepare reports, presentations and briefings in relation to set objectives as requested.
- Lead the continuing improvement of the Student Ambassador Scheme at Falmouth, through critical review and learning from other organisations.

### General duties and responsibilities

- To perform to high professional standards.
- To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
- To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
- To be responsible for your own continuing self-development.
- To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
- To work within and actively support the equality and diversity policies and practices of Falmouth University.
- To participate in the University's Annual Performance Development Review Process.

### Health & safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

### Health & safety requirements

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).



# Person specification

## Attributes

### Education and qualifications

## Essential requirements

- Degree or equivalent professional qualification or equivalent relevant experience.
- Professional training or education qualification is desirable.

### Experience and knowledge

- Understanding of the HE student recruitment process.
- Experience of managing people.
- Experience in a training or education role.
- Experience of and understanding of working to a client-led event brief.
- IT literate with a good working knowledge of Microsoft Office.
- Understanding of Health and Safety regulations in relation to people and event management.

### Skills and personal requirements

- Ability to prepare engaging training materials and to deliver training to large groups of people through a variety of formats.
- Strong presentation and briefing skills. Confident to present to large groups of people.
- Strong customer focus and a desire to deliver an excellent customer experience.
- Team worker with the ability to both establish good working relationships and to support and cooperate with others.
- Excellent organisational and time management skills with meticulous attention to detail. Able to work effectively under pressure and to deadlines.
- Ability to work on own initiative.
- Able to spot problems and a proactive approach to resolve them.
- Excellent working knowledge of Microsoft programmes.
- Willingness to develop and learn, to undertake further training as appropriate, and to adopt new procedures as and when required.
- Willingness to vary working hours according to the workload.







The closing date for applications for the Student Ambassador Coordinator position is Monday 18 July 2016. Interviews will be held in the week beginning Monday 8 August 2016.

Apply at [falmouth.ac.uk/jobs](http://falmouth.ac.uk/jobs)

HR & Recruitment Services  
Falmouth University, Falmouth Campus  
Woodlane, Falmouth, Cornwall TR11 4RH

+44 (0)1326 253717  
[recruitment@falmouth.ac.uk](mailto:recruitment@falmouth.ac.uk)

