

Job description

Job title: Team Birkbeck Student

School/department: Marketing and External Relations

Reports to: Marketing and Recruitment Manager

Job description date: July 2021

Grade: 2

Purpose of the job

Birkbeck is looking for enthusiastic, confident, reliable and passionate students to support and represent the College in a variety of different ways. As a Team Birkbeck Student, you will be part of a team of like-minded students who share a passion for Birkbeck and Higher Education, and will promote and enhance the reputation of the College by sharing your knowledge and experiences with a wide range of stakeholders. As we look to move to a blend of in-person and online teaching with a focus on interactive learning from autumn 2021, supported by high-quality digital learning materials, we will be looking to create even more content that demonstrates how excellently Birkbeck deliver both aspects.

Main duties of the jobholder

- Be a positive student role model, encouraging prospective students to consider Birkbeck as a viable and attractive option.
- Producing content for a variety of channels including social media, Birkbeck's Unibuddy chat platform, college website, blogs, vlogs, email and any other channels as required.
- Represent and promote Birkbeck on the online platform Unibuddy, answering general enquiries from prospective students within 24 hours, providing information, advice and guidance to prospective students.
- Assist with events such as Open Evenings, UCAS Conventions, Postgraduate Fairs, Partner and Agent Fairs, Graduations and Offer Days – duties will include welcoming visitors, answering prospective student enquiries and sharing your Birkbeck experience, and offering general logistical support to ensure the success of each event.
- Deliver campus tours in Bloomsbury to prospective students and other visitors.
- Ability and willingness to work at a range of different events including those at external venues, including fairs in local community locations, and school/college visits, which will require the confidence to approach members of the public from a range of age groups and backgrounds.
- Work closely with the Access and Engagement Department, to support delivery of activities focusing on prospective and first year students from diverse educational backgrounds.

- Make and answer telephone calls during Marketing and Recruitment telephone campaigns.
- Attend meetings with other members of staff to share your experiences of studying at Birkbeck to donors, governors and other stakeholders
- Support the International Office to help deliver a range of activities and programmes to international students
- Provide ad hoc clerical support and assistance, both virtually and in the physical office.
- Represent the College at any other events and activities that occur during the year.

The above list is by no means exhaustive, there will be other events and activities that Team Birkbeck Students will be expected to undertake within the parameters of the duties outlined above.

General responsibilities

These are standard to all Birkbeck Job Descriptions:

- To adhere to the College's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.
- To work in accordance with the Data Protection Act and to ensure that all new systems are reported to your Data Protection Controller.
- To undertake such other duties as may be reasonably expected.

Person specification

- Current Birkbeck undergraduate or postgraduate student (Home, EU and International)
- Passionate about Birkbeck's mission and the benefits of evening study
- Excellent customer service skills
- Equally comfortable working virtually, or in-person
- Ability to effectively communicate, both written and orally, with a diverse range of people
- A welcoming, approachable and polite manner at all times
- A positive, can-do attitude
- Outstanding listening skills
- Reliable and excellent time management
- Willingness to work a flexible schedule, including evenings and weekends
- Able to show initiative and work under minimal supervision, maintaining a professional manner
- Awareness of the wide issues and challenges prospective students may have when considering studying at the Higher Education level.
- Enthusiastic about producing content for a variety of channels including social media, Birkbeck's Unibuddy chat platform, college website, blogs, vlogs, email and any other channels as required.

Benefits of the role

- The opportunity to make a positive contribution to Birkbeck whilst enhancing your CV
- Develop excellent transferable skills which will benefit both your student life and your future career, including communication skills, teamwork practice, independent thinking and self-confidence
- Meet staff from across the College
- Flexible working hours
- Become part of a group of like-minded students
- An enjoyable fun experience

Key dates

Please ensure you are available on either of the following dates before applying:

Selection Day: Thursday 26 August or Friday 27 August 2021 (no longer than 15 minutes in length for interview)

Compulsory training session: Monday 6 September or Tuesday 7 September 2021.

Informal enquiries can be made to the Marketing and Recruitment team – marketing@bbk.ac.uk