

**Job Title:** Student Ambassador, Communications Lead

**Department:** Student Life & Orientation

**Location:** University of Northern British Columbia

**Reports To:** Dakota Den Duyf – Student Life and Orientation Coordinator, Brock Campbell – Manager, Communications and Marketing

**Term:** May 5th, 2025 – September 5th, 2025 (full-time, 35 hours a week)

**Wage:** \$19/hour

### **Job Purpose**

The Student Ambassador – Communications Lead will serve as the face and voice of UNBC Student Life and Orientation, helping to promote programming and services through student-centered communication strategies. In addition to supporting the development and execution of Orientation and Student Life programming, this role will participate in content creation and communications planning and implementation across social media platforms, collaborating with the University's Communications and Marketing team, and help enhance student engagement through strategic peer-to-peer messaging. All media content, planning, and creative work will be developed in coordination with and overseen by the Student Life and Orientation Coordinator and the Manager of Marketing, and UNBC Marketing and Communications staff, to ensure alignment with institutional standards and messaging. This position is ideal for a student who is creative, confident on camera, and passionate about connecting with others through storytelling and digital engagement.

### **Duties and Responsibilities**

#### **Communications Lead**

- Lead content ideation and creation from a student perspective, including writing, designing, and producing content across social platforms (Instagram, TikTok, Facebook, etc.).
- Aid in the development of a content calendar in collaboration with UNBC Marketing and Communications, using content editing tools and social media management systems for content creation, planning, and posting.
- Support the filming, editing, and delivery of video content for Student Life, Orientation, and the Academic Success Centre.
- Event Feed Management: Maintain an up-to-date calendar or event feed that promotes student-facing programs and opportunities.

#### **General Student Ambassador Duties**

##### **1. Student Life & Orientation (SL&O)**

Student Ambassadors play a key role in shaping the student experience at UNBC through the planning and delivery of Orientation and ongoing student life programming.

- Collaborate with the Student Life and Orientation Coordinator (SLOC), campus departments, and volunteers to plan, organize, promote, supervise, and evaluate Orientation and Student Life events.

- Assist in the recruitment, training, and coordination of student volunteers.
- Promote engagement through active outreach, participation in campus-wide initiatives, and day-to-day peer connection.
- Serve as a peer mentor and role model, offering guidance, information, and encouragement to new and continuing students.

## **2. Future Students Recruitment & Campus Tours**

Ambassadors will support the Future Students team by acting as peer connectors and front-line representatives to prospective students and their families.

- **Peer-to-Peer Connection:** Engage with prospective students in a welcoming and authentic way to highlight the student experience at UNBC.
- **Campus Tours:** Lead detailed campus tours year-round, including summer programming, showcasing student life, academic resources, and facilities.
- **Recruitment Event Participation:** Assist with events such as CLE 10 and the UNBC Scholars Program, representing the student perspective.
- **On-Campus Programming:** Help plan and deliver events and experiences for prospective students and their families to demonstrate UNBC's community and offerings.

## **3. UNBC Timberwolves Spirit Initiatives**

Ambassadors will support Athletics in growing school spirit and community pride.

- **Spirit Boosters:** Energize the student body to attend and engage in Timberwolves games and spirit events.
- **Game Week Programming:** Plan and execute themed programming leading up to major athletic events.
- **Green & Gold Fridays:** Encourage and participate in weekly campus-wide school spirit initiatives.
- **Crowd Engagement:** Take on an active leadership role during games—leading cheers and helping create a lively, supportive environment.

## **4. Student Engagement Communications**

Ambassadors will support digital communications and student storytelling through content creation and collaboration with the Student Life and Communications teams.

- **Digital Content Creation:** Develop authentic, peer-led content that promotes campus events, student experiences, and key messages across platforms such as Instagram, Facebook, and TikTok.
- **Reels and Storytelling:** Capture and share stories through short-form video, testimonials, and visual content that resonate with current and future students.
- **Multimedia Participation:** Support and appear in video and photo projects used to promote student life and institutional events.
- **Platform Innovation & Analytics:** Explore new tools and platforms, and contribute to assessments of digital engagement through analytics and reporting.

## **Qualifications**

Successful candidates must be current UNBC Undergraduate or Graduate students at the Prince George campus, with demonstrated interest in student engagement and campus life.

## **Knowledge, Skills, and Abilities**

- Comfortable and confident appearing on camera.
- Excellent written and verbal communication skills.
- Knowledge of social media trends and platforms; experience with Sprout Social or similar tools is an asset.
- Video production and editing skills are an asset (experience with tools like Canva, CapCut, or video editing software is helpful).
- Creative, reliable, and self-directed.
- Strong organizational skills with attention to detail.
- Ability to multitask, problem solve, and collaborate with diverse groups.
- Customer service-oriented with a passion for student success and campus involvement.

## **To Apply**

Please forward your cover letter and resume from your UNBC student email quoting UNBC Student Ambassador to: [Dakota.DenDuyf@unbc.ca](mailto:Dakota.DenDuyf@unbc.ca) Deadline to apply Tuesday, April 29<sup>th</sup>, 2025.

Inquiries: 250-960-5449 or [Dakota.DenDuyf@unbc.ca](mailto:Dakota.DenDuyf@unbc.ca), Student Life and Orientation Coordinator

We thank all applicants for their interest, however, only those applicants selected for further consideration will be contacted.