

# Unlocked

# BRAND

# AMBASSADOR

## Job Description

## September 2022 – March 2023

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Charity No: 1187552 | Company No: 11448853

# BRAND AMBASSADOR

- Report to: Recruitment Officer
- Salary: Living wage £9.90 per hour (£11.05 with London weighting)
- Hours: 4 hours per week during term time
- Location: Your university campus
- Start date: September 2022
- Contract: Fixed term till March 2023

## The Organisation

Unlocked Graduates is an award-winning charity which exists to break cycles of reoffending by developing outstanding individuals to lead rehabilitation in prisons and throughout society.

At the core of our mission is a leadership development programme that brings top graduates into prisons to work as frontline prison officers for two years. This programme includes mentoring, work placements in partner organisations and a fully funded master's degree. All of which they take part in while taking on the full duties of a frontline prison officer.

The project grew out of a recommendation in the Coates' Review of prison education. Programme participants are selected through a rigorous and competitive recruitment process which is raising the profile of the prison officer role. Last year the scheme was ranked 51<sup>st</sup> in the Times Top 100 Graduate Employers list.

## The Role

- Work independently to promote the Unlocked Graduates brand across your university using creative marketing techniques and social media
- Raise brand awareness of Unlocked Graduates at your University Campus to help move us up in the Times Top 100.
- Support your Recruitment Officer at careers fairs, presentations, and other recruitment events, where you will speak positively and persuasively about Unlocked
- Utilise your own networks within the university community to promote our opportunities and reaching out to societies focussed on Diversity and Inclusion.
- Networking with a range of stakeholders across campus (academic department, societies, and voluntary organisations) to raise the profile of Unlocked Graduates.
- Drive attendance to Unlocked Graduates events

- Create your own engaging events which aim to raise brand awareness and inform students of the opportunities we offer
- Use social media creatively, to promote upcoming competitions, deadlines, and events
- As a Brand Ambassador we will fast track your application to the Unlocked Graduates Leadership Development Scheme

## Are you eligible?

- A full-time undergraduate student at a UK University from September 2022 at one of the following Universities:

University of Bath  
University of Birmingham  
University of Bristol  
Coventry University  
University of Cardiff  
De Montfort University  
Durham University  
University of Edinburgh  
University of Essex  
University of Exeter  
University of Kent  
Kings College London  
University of Liverpool  
University of Manchester  
University of Nottingham  
University of Lancaster  
University of Leeds  
University of Leicester  
Queen Mary University  
University of Sheffield  
University of Warwick

## What we are looking for

You will need to demonstrate that you have the following attributes that we look for in our Brand Ambassadors:

1. Motivation – You will be passionate about Unlocked Graduates, show clear drive to want to promote the programme and to transform the way we think about prisons and prisoners.
2. Initiative – You will need to work independently and be driven on new ideas, running events, and managing your own time effectively.
3. Relationship building – It is vital you can quickly build relationships with new and existing stakeholders such as societies, careers advisors and academics.

4. Resilience – Ideas may not always go according to plan so you need to be able to deal with last-minute changes and the possibility that things may not work out successfully every time. You will need to be adaptable and solutions-focused and maintain a positive attitude.
5. Communication – You will be forthcoming in talking to new people with an ability to influence and persuade others. You should be a confident communicator, speaking positively about Unlocked Graduates.
6. Social Media – You will need to be enthusiastic about social media and be competent using Twitter, Instagram, and Facebook to promote out opportunities and events. (range of sites, update).
7. Planning and organising – You need to be able to effectively plan and organise your time to ensure you can balance your studies and your role as a Brand Ambassador.

**“What I loved the most about being an Unlocked Brand Ambassador would be the relationships I was able to build with people that I would have otherwise never have interacted with, and the support and freedom Unlocked give you to come up with your own ideas”**

**Revathi, Brand Ambassador 2019, Unlocked Participant 2021**

## How to apply

The first stage involves a simple application where we ask for your details and a few questions regarding your motivations to apply for the role. We will also ask you to demonstrate your ability to write an engaging social media post and speak persuasively about Unlocked. If you are successful, you will be invited to take part in a virtual assessment centre with the recruitment team.

## Application Timeline

- Applications open on the **Friday 29<sup>th</sup> April**
- We will start screening applications from **Monday 2<sup>nd</sup> May**
- You will receive the outcome of your application via email

If you are successful, you will be asked to book onto one of the following assessment centres:

**Tuesday 31<sup>st</sup> May**

**Thursday 9<sup>th</sup> June**

**Friday 17<sup>th</sup> June**

**Friday 24<sup>th</sup> June**

- Deadline: **Monday 20<sup>th</sup> June 5pm**

You can email the Recruitment Team if you have any further questions with the subject line 'BA Recruitment' [recruitment@unlockedgrads.org.uk](mailto:recruitment@unlockedgrads.org.uk)