

Unlocked BRAND AMBASSADOR



unlockedgrads.org.uk

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Charity No: 1187552 | Company No: 11448853

Brand Ambassador

- Reports to: Attraction Officer
- Salary: Living wage £10.90 per hour (£11.95 with London weighting)
- Hours: 4 hours per week during term time
- Location: Your university campus
- Start date: September 2023
- Contract: Fixed term until 29.02.2024

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.

The Role

As a Brand Ambassador with Unlocked Graduates, you will:

- **Raise brand awareness** of Unlocked Graduates on your university campus. Join us in our mission to be a top 10 Times Top 100 graduate employer.
- **Network with a range of stakeholders** (academic departments, societies, and voluntary organisations) to elevate the profile of Unlocked Graduates.
- **Support Attraction Officers** at careers fairs and recruitment events, where you will speak positively and persuasively about Unlocked.
- **Utilise your own networks** within the university community to promote our opportunities to diverse groups of students.

What we are looking for

We seek candidates who exhibit the following attributes in our Brand Ambassadors:

1. **Motivation** – Demonstrate passion about Unlocked Graduates and show clear drive to promote the programme and transform perceptions of prisons and prisoners.
2. **Initiative** – Independently explore new ideas, run events, and manage time effectively.
3. **Relationship building** – Quickly establish relationships with new and existing stakeholders such as societies, careers advisors and academics.
4. **Communication** – Confidently engage others with the ability to influence and persuade.
5. **Resilience** – Ideas may not always go according to plan so you will need to adapt and stay solutions focussed when faced with challenges, whilst maintaining a positive attitude.

What do you get in return?

Being a Brand Ambassador with Unlocked Graduates is an excellent opportunity to develop. As part of this role, we are committed to:

- Providing incredible **skills development** in areas such as branding, public speaking, marketing, and event management
- Supporting you to **work flexibly**, adapting your work schedule to suit your exams and deadlines, all whilst earning a salary.
- Developing you through **support and mentorship** from a dedicated Attraction Officer through regular catch ups
- Supporting you to join us to break cycle of reoffending. As a Brand Ambassador we will **fast track your application** to the Unlocked Graduates Leadership Development Programme.

Eligibility

You must be a full-time undergraduate student in your penultimate or final year at one of following UK Universities from September 2023 to February 2024:

- University of Birmingham
- University of Edinburgh
- University of Leeds
- University of Liverpool
- University of Manchester
- University of Nottingham
- Queen Mary University London
- University of Warwick
- University of York

How to apply

Please complete the application form using this link:

<https://unlockedgrads.org.uk/forms/brand-ambassador-application-form-2023-24/>.

Applications close on **Monday 18th September at 9am**.

You can visit our [website](#), social media platforms ([Instagram](#), [Twitter](#), [LinkedIn](#), [YouTube](#)) and read our [Brand Ambassador stories](#) to enhance your application responses.

Due to the high volume of applications, we will only review those that answer all questions and demonstrate a strong understanding of our mission and programme.

Timelines

If your application is progressed, you will attend an online Assessment Centre on Thursday 21st September.

Training for the role will take place online on Thursday 28th September.

For questions about this role, please contact recruitment@unlockedgrads.org.uk.