



Guidance for Recruiters - Use of Brand Ambassadors

Hiring students to work as brand ambassadors (also known as student ambassadors or campus ambassadors) is a popular option amongst larger student and graduate recruiters. In academic year 2021/22 we anticipate more organisations will consider using brand ambassadors as it offers an effective way to have an on-campus presence when other options are still limited due to guidance around Covid-19.

This document is intended to highlight good practice and provide hints and tips on how to get the most from your brand ambassadors.

How do I find brand ambassadors?

If you don't already have students lined up to work for you as brand ambassadors, you can:

- List the details of your Brand Ambassador vacancy on MyCareerHub – find out more about how to do that here: <https://www.ed.ac.uk/careers/employers/why-recruit-from-the-university-of-edinburgh>
- Invite students you have engaged with previously to apply for the role – this could be students you have met at insight days or who have joined you for an internship for example

Remember that students should be paid at least National Minimum Wage for this work.

What kind of activities can brand ambassadors undertake?

The main advantage of hiring students as brand ambassadors is the peer-to-peer element of the communications they can undertake on your behalf. Our advice is to use them as your voice on campus, going to places (physically or virtually) that are more difficult for you to get into as a recruiter. You could ask your brand ambassadors to:

- Talk about you in their own networks – with friends, classmates, society or club members.
- Spread the word about you via their own social media networks and/or add their voice to your official social media accounts
- Give you feedback on how they and their peers are feeling – generally or about you and your offer specifically.
- Tell you about what's happening on campus – when students are busy, what timings seem to be working for events, what other recruiter activity they are aware of etc
- Ask teaching staff if they can do a "shout out" at the start or end of lectures or tutorials.
- Ask teaching staff if they can post an announcement on the class discussion board/online teaching environment.
- Contact their peers involved with [Student Societies](#), [Sports Clubs](#) or the [Liberation Campaigns](#) to see if there are opportunities to share your messages or get involved in activities (you are welcome to do this directly as a recruiter too)
- Speak to the Students' Association about putting up posters around campus
- Be part of the activities you are involved in on campus – eg joining you to answer questions on your booth at an online careers fair, or helping with the Q&A during a webinar
- Come up with their own ideas!



What shouldn't they do?

- Bring posters or flyers in the careers service – we don't have space to display hard copy materials
- Use the student email system for commercial purposes e.g. use an internal mailing list to circulate promotional material – this may be viewed as an infringement of the University's Computer Regulations and may lead to disciplinary action
- Distribute promotional materials such as flyers in University buildings, including Halls of Residence, without permission from staff in that area
- Large scale surveys - you need to gain permission to conduct a survey of students – please contact employers@ed.ac.uk to find out more

Student ambassadors don't need to introduce themselves to the Careers Service – but if they are contacting us with any queries, it is helpful if they copy you into the correspondence to avoid duplication.