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| Student Ambassador - Social Media Rep - Person Specification - Attributes | **Essential** | **Desirable** | **Evidenced** |
| Experience  1. Experience of using personal social media profiles 2. Experience of using business social media profiles 3. Experience of writing in a creative style or experience of writing blogs | Essential | Desirable  Desirable | Application/  Selection day |
| Qualifications/training 1. Current University of Huddersfield student | Essential |  | Application/  Selection day |
| Special Knowledge/Ability  1. Knowledge of what content suits social media or what content performs well 2. Ability to engage an audience through chosen medium (video/photo/writing) 3. Knowledge of social media channels including Facebook, Instagram, YouTube, Twitter and TikTok |  | Desirable  Desirable  Desirable | Application/  Selection day |
| Communication  1. Ability to communicate effectively with a wide range of people 2. Ability to speak to camera 3. Ability to write about the student experience with high standard of spelling and grammar | Essential  Essential | Desirable | Application/  Selection day |
| Personal Qualities  1. Ability to work on own initiative 2. Ability to work as a member of a team 3. Ability to be pro-active 4. Attention to detail 5. Flexible approach 6. Fun and enthusiastic 7. Positive attitude of university life 8. Evidence of good time keeping and attendance record 9. Presentable appearance 10. Ability to work to deadline | Essential  Essential  Essential  Essential  Essential  Essential  Essential  Essential  Essential | Desirable | Application/  Selection day |