



Student Ambassador Job Description

Keep It Social is a student-led, post-secondary and NSLC endorsed partnership promoting responsible alcohol and cannabis consumption, personal choice, and a culture of moderation. Keep It Social Ambassadors promote responsible consumption to fellow students through activations at campus events and by capturing social media content. Keep It Social Ambassadors represent and educate students on what it means to Keep It Social and are responsible for planning and implementing programming (including but not limited to events and social media) with support from their school program administrator and the NSLC.

Hours: Keep It Social Ambassadors should anticipate working between 6-11 hours/month. While hours may vary depending on events and activities taking place during the month, 11 hours should be the maximum amount of time worked.

Rate of Pay: \$18.20/per hour

The Role: Keep It Social Ambassadors represent the program and promote responsible consumption to students. Keep It Social Ambassadors are a point of contact for their peers, sharing what it means to Keep It Social. The Ambassador must be a registered student at the postsecondary institution where they are hired and should live near campus.

Responsibilities and Role Expectations:

- Keep It Social Ambassadors must participate in training and education sessions and understand the requirements of their role (and what it means to consume responsibly).
 - Training to be during week of August 29 (dates will be confirmed).
- Keep It Social Ambassadors must capture content to share on Keep It Social and university approved social media channels (sharing on their own channels is encouraged for further reach and engagement). Posts will vary depending on the events happening on campus, but Ambassadors should post on stories and in-feed 2-3 times a month minimum.
- Keep It Social Ambassadors must attend and participate at on campus (and residence) events (orientation week, pub nights, sporting events, etc.) and should connect with their school program administrator to understand where there is need for Keep It Social representation.
- Keep It Social Ambassadors must be able to organize and come up with ideas for Keep It activations and social media posts (which follow guidelines).
- Keep It Social Ambassadors will be responsible for tracking their hours and event attendance and submitting to their campus administrators and attending monthly check-ins.
- Keep It Social Ambassadors will answer questions from their peers and assist with reducing instances and impacts of irresponsible consumption of beverage alcohol and cannabis
- Participate in check-ins (monthly with their fellow ambassadors) and as required by their school program administrator.
- Keep It Social Ambassadors must be comfortable reaching out to their school program administrator for information and support as needed, and to work with fellow Ambassadors.

Desired Skills Include:

- Enthusiastic, reliable, and responsible.
- Excellent interpersonal and communication skills.
- Cross cultural sensitivity and awareness.
- Ability to balance the demands/ requirements of their role as a Keep It Social Ambassador with their academic workload and commitments.
- Approachable and knowledgeable.
- Ability to exercise creativity and critical thinking.
- Ethical judgment and decision-making skills.
- Excellent organization skills.
- Experience with social media would be a great asset.
- Attention to detail.

Other Details:

Student Ambassadors will receive a letter of reference from the NSLC after completion of the school year to enhance their resume and work experience.

Student Ambassadors are expected to model positive academic habits throughout their employment. There is some flexibility in the events that you attend based on your schedule and academic commitments, if ambassadors cannot attend an event, they should work with their campus contact to find a student volunteer in their place. As the paid student ambassador, you should act as a leader and resource for volunteer ambassadors.

Contact Information:

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[APPLY HERE](#) – Accepting Applications until 11:59 PM on May 20th, 2022

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