



THE UNIVERSITY OF UTAH

Housing & Residential Education

Outreach Housing Ambassador Job Description and Purpose

The Outreach Housing Ambassador's primary responsibilities will be to support the Communication & Assessment Coordinator in marketing and prospective student recruitment efforts, including Housing tours, recruitment events, and marketing. Additionally, the Outreach Housing Ambassador will be trained to assist with various in-office tasks and excellent customer service within the Housing & Residential Education central office. This part-time position is ideal for a student seeking experience in marketing and communications.

Housing & Residential Education and the University of Utah value interactions among individuals with varying traditions, cultures, identities, expressions, orientation, religious beliefs, economic backgrounds, and racial/ethnic origins. We strongly encourage applications from candidates who will share and explore this value with the team and with the residents.

Qualifications

- Must be a current University of Utah student in good standing with the university and maintain that status throughout employment
- Ability to work effectively in a diverse office setting
- Ability to maintain student information under strict confidentiality
- Excellent communication and interpersonal skills
- Skills in speaking and writing concisely and logically
- Demonstrated skill to work effectively with students, parents, and university officials
- Comfortable and confident in public speaking

Preferred Qualifications

- Experience living on campus at the University of Utah
- Experience and interest in marketing and communication fields
- Customer service experience
- Comfortable and confident with public speaking
- Preference may be given to applicants who are able to work Friday afternoons

Work Schedule

- Housing Ambassador work schedule will be set by the supervisor, with hours not to exceed 19 per week
- Must be able to participate in after hour and/or weekend recruitment events such as tours and tabling events
- COVID-19 Update: Position may be performed partially or fully remote

Compensation

- \$10.00 an hour

Outreach

- Act as a liaison between HRE and other student groups on campus
- Collaborate with campus partners and promote the HRE brand
- Maintain and update inventory of marketing materials and resources, including but not limited to refreshing publications and advertising in HRE Facilities and Campus Departments
- Develop semesterly social media plan for HRE Facebook, Instagram, YouTube, and Twitter; assist in the creation of social media content; and track social media analytics
- Track inventory of promotional giveaway items
- Make text or design updates on HRE's content management system (website)
- Write weekly blog posts for HRE Living Room Blog

Prospective Student Recruitment

- Give prospective students and their parent's tours of housing facilities
- Act as the main tour guide for VIP tour requests
- Represent HRE at recruitment events and provide housing information to interested students (some after hours events, and weekend events required)
- Additional recruitment or tabling events that may arise

Customer Service

- Models the highest level of customer service and works to ensure customer satisfaction by analyzing complaints, concerns and suggestions for ways to improve student satisfaction
- Assists in the university housing move-in and move-out processes, break, and holiday closing
- Identifies opportunities to enhance the website with up to date information, and makes website edits when appropriate
- Acts as an information source to students about resources available within the university
- Possesses extensive knowledge of on-campus housing options

Administrative

- Responds to general housing emails and phone calls particularly those affiliated with outreach, marketing, or tours
- Assists in day-to-day administrative tasks and projects established by the supervisor

Preference may be given to individuals able to begin working in December 2019. Please contact Des with any questions at dsandoval@housing.utah.edu