

SCOTTISH STUDENT SPORT

ACTIVE • COMPETITIVE • INNOVATIVE

SSS Brand Ambassador

Introduction to SSS

SSS is a partnership between the Sports Unions and Sport and Exercise Departments of Scotland's Tertiary Education Institutions; with the aim of continually developing and improving the sport and physical activity programmes that they are involved in.

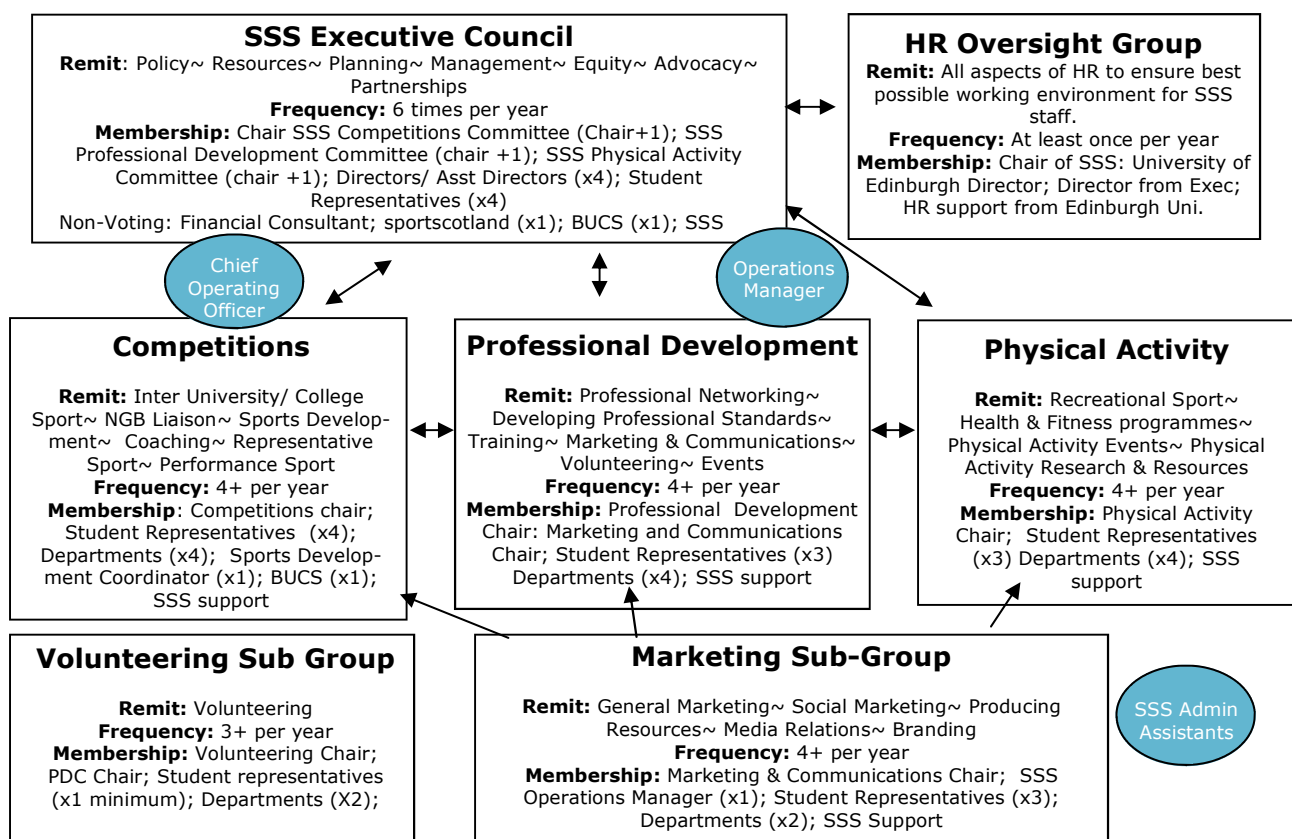
The work of SSS is encapsulated in its strapline • Active • Competitive • Innovative. SSS aims to be active and pro-active in promoting the benefits of sport and physical activity, to provide competitive sports on a range of levels for Scotland's students and to be innovative, flexible and dynamic in its working arrangements across the sector.

History of SSS

Scottish Student Sport (SSS) was formally created in June 2011 as a partnership between the sports related units within Colleges and Universities across the country. The member institutions of SSS represent in excess of 500 sports clubs, 50,000 staff and 500,000 students and the new organisation will be able to provide integrated opportunities for increasing numbers to take part in an activity they love.

Through Scottish Student Sport this huge population can enjoy equality of access to well over 100 sport and physical activity events throughout the Academic Year. We also provide a whole host of member and network services to support excellence in the sector and champion the role of student sport in Scotland and beyond.

SSS Structure





The Role of a Brand Ambassador

The purpose of a Brand Ambassador is twofold; within each institution a Brand Ambassador is well-positioned to promote SSS and its activities via freshers' fayres, online and offline media and word of mouth and separately, as a group, Brand Ambassadors are an invaluable resource for assisting the organisation and delivery of SSS events and initiatives. SSS clearly delivers a number of events over the course of the calendar year and it is expected that Brand Ambassadors will assist these where appropriate.

In return it is hoped that individual Brand Ambassadors will gain an improved understanding of student sport, event management, partnership working and gain a number of transferable skills.

Management of Brand Ambassador & Contact Details

As a Brand Ambassador, your first point of contact should always be the Athletic Union President or equivalent at your own institution. The role is primarily supported by the AU President or equivalent and it is recommended that a regular (monthly) meeting is held between the Brand Ambassador and the President. This provides the opportunity to cover any forthcoming events or initiatives, review past activity and ensure that the Brand Ambassador is being appropriately supported and developed.

There may be times, however, when you need to contact the SSS office to speak to a member of staff or a Sports Development Coordinator. The contact details for the SSS office are listed below.

Address Scottish Student Sport,
3rd Floor,
48 Pleasance,
Edinburgh,
EH8 9TJ

Website www.scottishstudentsport.com
Facebook www.facebook.com/ScotStuSport
Twitter www.twitter.com/ScotStuSport

Telephone Jenni - 0131 650 9654
Stew - 0131 650 9653
Ross - 0131 650 9654
Fiona - 0131 650 9654
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E-mail - Jenni.Lloyd@ed.ac.uk
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E-mail - fiona.mathie@ed.ac.uk
E-mail - info@susport.org.uk



SSS Brand Ambassador

JOB DESCRIPTION

The job

Scottish Student Sport is attempting to raise the awareness of Student Sport in Scotland amongst the student target audience at individual member institutions. An SSS Brand Ambassador will do this through interacting with students in their university, handing out promotional material to students and encouraging students to join the SSS e-newsletter, Facebook and Twitter pages. Relevant 'home' Sports Union Presidents will oversee and support individual brand ambassadors. It should be noted that the role bridges two academic years so applicants should not be in their final year.

Your responsibilities

1. Represent SSS at their home institutions sports/ freshers' fayres or equivalent throughout the year.
2. Represent SSS at their home institutions club committee induction seminars at the beginning of term.
3. Promote student-specific aspects of SSS to the student body (via word of mouth, online, flyers, posters etc).
4. Encourage students to sign up to the SSS e-newsletter, Facebook and Twitter pages.
5. Attend and assist, where possible, at SSS events during the year (see Appendix).
6. Uphold SSS' professional image while carrying out duties for SSS, with due regard to dress-code and behaviour.
7. Report to their relevant Sports Union President and SSS Marketing sub-group on their progress throughout the year.

SSS' expectations

Essential

Knowledge of student sport
Excellent inter-personal skills
Ability to work on own initiative
Planning and organising skills

Desirable

Experience of event management
Record of participation and involvement in student sport

SSS' responsibilities

1. Conduct a SSS Brand Ambassador Induction and provide ongoing support via the 'home' Sports Union President.
2. Provide a SSS representative uniform (Hoodie and t-shirt) to be worn while undertaking SSS duties.
3. Provide promotional material including posters, flyers etc.
4. Cover transport and expenses incurred to fulfil the post (within reason).
5. On completion of the role, provide a letter of reference to support CV when seeking employment.

Appendix 1 – Calendar of fixed-term duties

Below is a summary of activity for the 12-month programme of a SSS Brand Ambassador. Where possible, you will be expected to attend all of the events in **Table 1**.

Month	Dates	Event	Location
February		Brand Ambassador Recruitment & Induction	Online
March		Varsity	Home institution
		Conference Cup Finals	Dundee
		College Finals	Ravenscraig, Motherwell
June		SSS Conference	The University of Edinburgh
September		Freshers Fayre	Home institution
December		Christmas Seminar	TBC

Further to this, you will be asked to assist in the delivery of either the Active Age Festival* or Dance Festival* plus at least one of the other events in **Table 2**. It is anticipated that this will be an event – or events – that is hosted by, or near, your own institution. Please note that this list is not exhaustive and may be amended by SSS throughout the year

Table 2

Month	Event	Location
February	Archery Head to Head	Dundee
	Indoor Cricket VI's Finals	Edinburgh
	Rifle Grand Prix	Glasgow
	Volleyball Women's Cup	Stirling
	Volleyball Men's Cup	RGU
	Squash Individual Championships	HW, Edinburgh
	Trampolining Open	Edinburgh
March	Rifle Indoor Championships	Perth
	Archery Indoor Championships	St Andrews
	Archery Novice Championships	St Andrews
	Rifle Outdoor Championships	Aberdeen
	Shinty Littlejohn and McHue & Porter Cup	St Andrews
	Varsity Day	Scotland
	Fencing Team Championships	Edinburgh
	FastNet Netball Tournament	Edinburgh
	Rifle ISSF	Aberdeen
	Conference Cup Finals	Dundee
	Badminton Championships	RGU
	Golf Championships	Moray
April	Outdoor Athletic Championships	Grangemouth
	Outdoor Archery Championships	Edinburgh
May	Karate Championships	Glasgow
	Karate Team Cup	Stirling
August	Active Age Festival*	TBC
November	Dance Festival*	TBC

Please note there will other events in the year 2012 and these will be distributed at the start of the academic year.