

SUS Brand Ambassador Proposal 2009/10

Aim:

To raise the profile and brand awareness of Scottish Universities Sport (SUS) amongst the student target audiences at individual member institutions

Method:

Create the opportunity for current students to volunteer as a brand ambassador for SUS. There are 2 options in regard to student selection process:

1. Presidents from each student sports union can nominate someone (from their council/ committee) to become a SUS brand ambassador for the year 2009/10
2. SUS identifies current students, from individual universities or colleges, who regularly represent SUS teams to become a SUS brand ambassador for the year 2009/10 (need to ensure that they promote all aspects of SUS and not just club sport)

The student brand ambassador post would be a voluntary position with no direct form of financial remuneration. In return for participant's commitment, SUS would:

- Provide a 1 day training event in advance of post to ensure all ambassadors are clear on their role
- Provide each ambassador with a SUS representative uniform (consisting of tracksuit, polo-shirt and hoodie?) to wear at all representative occasions
- Cover transport and expenses incurred to fulfil the post (within reason)
- On completion of year in post provide each ambassador with a letter of reference to support their CVs when seeking employment

The student brand ambassadors would have a set job description that they will follow during their year in post.

Potential objectives would be:

1. To represent SUS at their institutions sports fairs during freshers' week
2. To represent SUS at their institutions club committee seminars at start of term
3. Promote all aspects of SUS to student audience (via word of mouth, flyers, posters, etc...)
4. To get a minimum of 100 new students signed up to the SUS e-newsletter?
5. To get a minimum of 100 new students signed up to the SUS facebook page?
6. To get a minimum of 100 new students signed up to the SUS Twitter?
7. Commit to assist at 2 SUS events per year (i.e. SUS conference, SUS Christmas seminar, dance festival, active age festival, etc...)

The student ambassadors would report to the SUS Marketing sub-group on their progress with objectives throughout the year, who in turn would report back to PDC committee.

The ideal situation would be to have an ambassador in place at each individual SUS member institution. If this is not logistically possible in the first year then the following 2 options may suffice:

1. Manage regionally and have a student brand ambassador to cover set areas (i.e. Glasgow and West, Edinburgh and East, etc..)
2. Launch on a smaller scale and target only a "select" few institutions in the first year to evaluate success before launching nationwide (i.e. Edinburgh, Glasgow, Strathclyde, Heriot Watt, etc...)