

Guidance for Student Brand Managers

As a student brand manager, you are responsible for representing your employer organisation on campus and promoting their opportunities to students.

This guide contains the University guidelines for promoting your brand on campus, frequently asked questions and some top tips from brand ambassadors to help you promote your opportunities.

Top tips

To support you in your role and to ensure that your campaign is as successful as possible, take a look at these top tips that previous brand ambassadors have shared.

1. **Network.** Don't be afraid to use your own social networks, both online and face-to-face. Connect with other brand ambassadors to share ideas and find out what other people are doing to promote their employer's opportunities.
2. **Create eye-catching content.** If a lot of the campaign is online, it is important to ensure that your content stands out.
3. **Think about what you can offer.** Students are always grateful for chances to speak to people from the company or to hear from people with experience in the sector
4. **Try not to spam.** As much as you want to spread the word, don't be overbearing by sending constant communications and social media posts, otherwise people will start ignoring you.
5. **Be creative and collaborate.** The most engaging content is anything different. See if you can connect with other ambassadors for more ideas.



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Guidelines

As a campus Brand Ambassador, you will want to promote your employer organisation to the best of your ability and the University is supportive of this aim. To help you in your role and to ensure you follow the University guidelines, we have put together some key points and FAQs.

Am I allowed to have my own stand on campus to promote my Brand?

You can book and run promotional stands on campus. Contact YUSU (enquiries@yusu.org) to find out how you book the stands and the procedures that you have to follow. YUSU staff can also advise, if your employer would like to sponsor key events on campus.

Can I put posters up around the University to promote my employer's opportunities?

We have a variety of notice boards and spaces on campus for you to add posters. All notice boards on campus have an owner, so be sure to comply with the University and YUSU's policy relating to postering and flyering and ask the owner of the notice board for permission **before** you hang the poster. You should never post on surfaces, which are not specified for that purpose.



Can I go into lectures and do lecture 'shout-outs'?

This will depend on whether the academic department will be able to accommodate requests for ambassadors to speak during timetabled lessons, and whether the presentation has a clear link or benefit to the curriculum that is being taught in that lecture or class. It is unlikely that academic departments will be able to accommodate requests, although this decision is entirely dependent on the department in question.

Keep up-to-date

Make sure you have relevant up-to-date knowledge about your employer, their products and their events and opportunities, so you can communicate this effectively to your audience.

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Can I use my university email address and the computing facilities to promote my employer's opportunities?

University Regulation Section 11 provides guidance on the use of computer facilities. Some academic departments may be supportive of letting their students know about extra-curricular events if the employer you represent has a particular relevance to them. You will need to gain the agreement of the Departmental Administrator in order to do this. You should again consider if there are any wider benefits to both students and department, apart from just awareness of an employer, which would make the communication more relevant and interesting.

Can I advertise my employer's vacancies, events and opportunities on our careers platform?

All of the vacancies, events and opportunities that are offered by employers should be advertised on Handshake. Unfortunately, as a brand ambassador you are unable to upload them, but you could encourage your employer to register for Handshake and upload the opportunities for current students and graduates to see.

Can I attend the careers fair to promote my employer's opportunities?

Your employer may have booked a stand for the careers fairs to promote their brand and the opportunities they have to offer. Unfortunately, the fairs cannot be used to promote employers who have not been approved. However, your employer may ask you to assist with hosting the stand. Requests for stands are taken from around the Easter Vacation each year. Stands are allocated in August, so encourage your employer to book as early as possible.

Why not try?

Have you worked as an intern or placement student for your employer? Why not try writing a blog about your experiences and to share on social media?

Can I organise events to promote my employer's opportunities?

Organising an event is a great way to promote your employer and advertise their opportunities. Unfortunately, we are unable to promote your events on Careers and Placements' webpages, social

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media or other promotional platforms. However, we would encourage you to promote the events on your own social media and to contact the relevant academic departmental Careers Employability Coordinators (CECs), who may be able to share the event with students in a particular department.

Can I advertise my opportunities on the Careers and Placements social media pages?

Social media is a great way to promote your opportunities and reach out to as many students as possible. Unfortunately, we are unable to advertise your employer's opportunities on the Careers and Placements social media pages. However, we recommend that you use your own social media to spread the word. Encourage your followers to 'like' and 'share' the post to increase the activity and views on the post.

How else can I promote my employer's opportunities?

Student societies are excellent partners in recruitment events and may be able to help promote your opportunities. You are at liberty to organise promotional events with student societies or other groups. You should ensure that a senior person from the society or college is involved in any discussion. Check out YUSU's website for a [list of all the student societies](#).

Supporting you in your role

The staff in Careers and Placements are keen to support you with your role as a Brand Ambassador. If you have any questions regarding any aspect of your work for an employer on campus, please contact careers-employers@york.ac.uk for further clarification.

Services for Employers

Careers and Placements offer a variety of services for your employer:

- Advertising vacancies on Handshake
- Skills sessions
- Careers Fairs
- Bespoke recruitment
- York Internships
- Placement Year



Details of all of our services for employers are outlined on our [employer webpages](#). For more information, please contact the Employer Engagement and Events Team on careers-employers@york.ac.uk.

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