



TEACHFOR  
AUSTRALIA

## JOB ADVERTISEMENT CAMPUS BRAND AMBASSADOR

**Employment Type:** Casual (1-6 hours a week, between February and September 2021)

**Location:** Various (Remote working environment, based at your home university)

Teach For Australia would like to acknowledge the many Traditional Custodians of the lands throughout Australia. We pay our respects to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and hopes of Australia's first peoples.

- Opportunity to work with an engaged community of educators - working to **close the education gap**
- **Flexible work practices**, including the option to work from home
- Allowance and time off work for **professional development**
- Join us in our commitment and vision for [Reconciliation](#), in a space where we learn and grow together

### About the Position

As a Campus Brand Ambassador, you will support the Recruitment Team to identify and inspire diverse and high-calibre potential applicants to engage with Teach For Australia's mission, and apply for the Leadership Development Program. You will enjoy a high degree of independence and autonomy, and will be supported with continuing professional development from the Recruitment Team.

**Note: Successful candidates will be required to attend a training and induction workshop held virtually in early December 2021.**

### About Teach for Australia

Our vision is an Australia where education gives every child, regardless of background, greater choice for their future. The mission is to grow a community of leaders committed to equity for children and young people, by recruiting and developing exceptional people to teach and lead across Australian schools. As Teach For Australia seeks to grow to scale, our team is responsible for finding Australia's future leaders, aiming to attract, select and engage the most impactful, diverse group of leaders to the [Leadership Development Program](#). By helping our country understand that educational inequity represents the biggest issue facing our society, we aim to attract and select the most diverse group of tomorrow's leaders to the program – in pursuit of our vision.

### About You

- Passionate about TFA's mission, are a strong fit with our [core values](#), and want to be part of an ambitious organisation.
- Enjoy working independently and autonomously, and can juggle a number of competing priorities.
- Are persuasive and compelling in your communication, and you are energized by building relationships with others.
- You want to develop your professional skills and networks and gain insight into the organisation of one of Australia's top 100 Graduate employers.

**Teach For Australia encourages applicants of all backgrounds to apply.**

### How to Apply

For an opportunity to take your place in this life-changing organisation:

1. [Apply here](#), by 11.59pm AEDT on **14 November 2021**, and
2. Email your CV to [jobs@teachforaustralia.org](mailto:jobs@teachforaustralia.org), with the subject line 'Application: Campus Brand Ambassador' (ensure your CV is clearly labelled with your full name.)

All enquiries can be directed to [jobs@teachforaustralia.org](mailto:jobs@teachforaustralia.org).

Please note that you must have the appropriate right to work in Australia in order to be eligible for this role. Successful candidates will be required to undertake a National Police Clearance, and obtain a valid Working With Children Check.

For more information about Teach For Australia and its impact on educational disadvantage, please visit <https://teachforaustralia.org/>.



## JOB DESCRIPTION

**Role Title:** Campus Brand Ambassador

**Function:** Recruitment

**Reports To:** Recruitment and Advocacy Manager

**Financial  
Accountability:** \$27.50

**People  
Management:** 0 first level (direct)

0 second level (indirect)

### Role Purpose

As a Campus Brand Ambassador, you will identify and inspire high calibre potential applicants to engage with Teach For Australia's mission, and ultimately apply for the program. You will be responsible for marketing and brand awareness, through tactics such as:

- Supporting the planning and running of events and promotional activities
- Lecture pitching
- Attending career fairs
- Distributing flyers, posters and other marketing materials
- Supporting the establishment of strategic relationships with students, academics, clubs and societies, and other university influencers.
- 1:1 conversations with interested applicants

You will operate in line with the organisation's core values (see chart below for specifics).

### Skills, Attributes and Knowledge

#### Essential

- Passion for our vision, with a strong fit with our core values.
- Comfort with working in an autonomous team – acting independently and communicating clearly.
- Experience in retail sales, customer service, marketing, promotions, event management and/or advocacy, campaigning, or a leadership role.
- Strong communication and influencing ability.
- Focus on achieving goals and ability to plan to meet targets.
- Ability to spot opportunities and act in an entrepreneurial way to take advantage of them.
- Resilience and creativity in the face of disappointment and ability to learn from experience.
- Current university student (undergraduate or postgraduate study).
- Available for February 2021 virtual training dates.

#### Desirable

- Recent experience within a position of leadership will be considered favourably

### Primary Accountabilities

- An intensive two-day training and induction workshop held virtually in February which will prepare you for the task ahead by honing your communications and organisational skills and teaching you about the problem of educational inequity in Australia.
- To work with a small team of like-minded individuals, to develop and implement branding and awareness strategies around campus and the community. Much of the communication with your manager will be virtual and much of your work will be autonomous.
- A flexible schedule of 1-6 hours a week between February and September. Hours are mostly flexible, but variable. Excellent time-management and communication skills are necessary for success.
- Work that is divided between:
  - brand awareness strategies (e.g. postering and lecture announcements),



- stakeholder management (e.g. networking and building relationships), and
- lead generation strategies (e.g. event organisation and attendance).
- Ongoing training, development and professional feedback on your work.
- The chance to learn more about the recruitment process of a leading not for profit organisation.

## **Practical details**

- Virtual training will take place in February 2021. Dates to be confirmed.
- The role will formally commence approximately one week prior to the start of the 2021 University year and will end in September 2021.
- Successful applicants can expect to work in a small casual team (2-6 members) with responsibilities ranging across their own university campus (60% of role), capital city CBD precinct (20% of role) and other major university campuses in their capital city (20% of role).
- Shortlisted applicants will be contacted on a rolling basis and should expect to complete pre interview activities, and a virtual interview.



## Our Values

### Serve the Students

Everyone at TFA works in service of our vision for children and young people: an Australia where education gives every child, regardless of background, greater choice for their future. Our partnerships – with teachers and leaders in schools and across communities, organisations and systems – is in service of making their future fairer and brighter.

### Have High Expectations

Having high expectations – for ourselves, of others, and of what should be possible for students – is essential. The students we serve deserve no less. This does not mean setting unrealistic expectations that cannot be met, however this does mean having a sense of possibility and being motivated by a bold ambition.

### Make It Happen

To best serve students and their futures, we know there is a lot of work to be done. Not all of it will be straightforward. We act with deliberate intent. 'Hope is not a strategy'; we use data, creativity and the wisdom of experience to plan then execute. Our work is a marathon not a sprint, so we pace ourselves, working hard and smart.

### Get There Together

We have a big vision and mission. We can't – and won't – achieve it on our own. Authentic, mutually reciprocal relationships come first. We know that relationships – with students, colleagues, the TFA community, and countless others involved in this work – underpin everything else. Through trusting relationships, we can harness the power of collaboration and foster a collective sense of belonging.

### Celebrate Along the Way

We find joy and possibility in the big vision of what could be. We celebrate the strength and uniqueness of every student, and those who work in service of them. To sustain ourselves, we strive to laugh often and celebrate the small wins along the way. We believe in acknowledging contributions, recognising how far we have come by leveraging our strengths, and working with gratitude, humour and a bit of fun to keep us motivated for the journey ahead.

