



## **UCC TikTok Brand Ambassador Program**

The University of the Commonwealth Caribbean (UCC) continues to explore various avenues to connect with prospective and current students in our quest to improve our student onboarding experiences. In light of this, we are in the process of recruiting creative mavens to be a part of UCC's ambassador programme for our TikTok page. Being a UCC TikTok Ambassador means representing UCC and creating an authentic experience for our current/prospective students. Our goal is to build an inclusive and diverse online student community that provides study hacks, lifestyle tips and relatable content that resonates with the student life.

### **Requirements**

- As brand ambassadors of UCC, students should be pursuing an undergraduate degree with an outgoing personality and a knack for creativity & innovation
- Brand ambassadors will need to be dynamic communicators & authentic advocates of the UCC brand

### **Responsibilities**

- Create videos as directed by Marketing/Student Affairs within 2-5 days
- Liaise with Marketing representatives to ensure produced video is in line with standards
- Create TikTok videos weekly in accordance with UCC's brand and content guidelines
- Liaise with the Marketing team to create innovative & engaging strategies for prospective students through our TikTok platform
- Be creative



### **Qualifications**

- Must be a Marketing/ Digital Marketing/ Media & Communications student  
or
- Experience in and understanding of social media platforms (TikTok)
- Motivated self-starter who takes initiative

### **Application Requirements**

- \*Video submission is required for consideration
- Create and submit one TikTok video. Choose one theme from the following categories:
  - Study hacks
  - Student life experience
  - Current viral trends (in relation to college life)
- The video should be between 15 seconds to 1 minute

### **Benefits**

As UCC TikTok Brand Ambassadors, you will be interacting online with our prospective students from across the Caribbean/Commonwealth region. You will be formally appointed and receive tuition waivers (maximum 20% off semester tuition).

Let us continue to Foster Leadership and Innovation in our student experiences.