

# STUDENT AMBASSADOR



## Role Outline

### WHAT WILL THE ROLE ENTAIL?

The role of a Student Ambassador will be to assist the Derby Theatre team in promoting our work to the student population at the University of Derby.

You will work primarily with the marketing department, assisting in the general promotion of events and you will also be given a project or development plan in your main area of interest. There will be plenty of opportunities to get involved with other departments on your individual project.

This is a great chance to start off your career in theatre, gain experience in marketing and an amazing way to see how things work in a regional producing theatre.

### MARKETING SUPPORT

- Helping to promote the Theatre around the different University of Derby campuses, in halls etc and supporting on key university events e.g. Fresher's Fairs.
- Helping with the distribution of Derby Theatre print in local areas around Derby.
- Writing blogs or filming vlogs about various aspects of the Theatre e.g. behind the scenes, show reviews/ promotion & learning opportunities.
- Ambassadors will meet regularly with Derby Theatre staff, inputting their ideas and forming a focus group for student marketing.

## WHAT'S IN IT FOR YOU?

- This is a great experience if you are wanting to go into a career in theatre.
- You'll get an insight into back stage workings and an overview of different departments in the theatre.
- We create tailored Personal Development Plans for each ambassador to help you develop in your area of interest. Last year we had ambassadors working in a variety of areas such as music, video and film-making, learning, reviewing and blogging, marketing campaigns and more - there is lots you can get involved with!
- You'll get to build contacts within the industry and be mentored by theatre staff
- We'll provide complimentary or discounted tickets to certain shows and Student Ambassadors are invited to join us on all produced show Press Nights.

## REQUIREMENTS OF THE ROLE

- You must be a student at the university of Derby and have a valid Student ID.
- We will require you to be available for meetings at Derby Theatre once a month (TBC)
- Some things you see or hear may not have been released to the public. Therefore we ask that all ambassadors sign a confidentiality agreement for us when you start the role.

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## HOW TO APPLY

To apply, please fill out the Student Ambassador Application form online at [www.derbytheatre.co.uk/students](http://www.derbytheatre.co.uk/students) and email this to Emma Hogan at [e.hogan@derby.ac.uk](mailto:e.hogan@derby.ac.uk)

*If you have been successful in your application, we will contact you with further details.*