



The EU Careers student Ambassadors: our nr.1 marketing tool at Universities

Background

Since 2010 we are running our EU Careers Ambassadors program at Universities. Right now we are represented in 129 top academic institutions.

The aim of the project is to target young talented students and make them aware of the career opportunities at the EU Institutions.

EU Careers Ambassadors are appointed for one academic year and they receive training in Brussels or other Member States, organised by EPSO.

History in figures

Academic year 2010/11: 23 Ambassadors at 23 universities (UK, Ireland, Sweden, Netherlands, Denmark, Germany)

Academic year 2011/12: 46 Ambassadors at 46 universities (most Member States, except: France, Greece, Luxembourg and Slovenia)

Academic year 2012/13: 52 Ambassadors at 52 universities (all Member States, except Latvia)

Academic year 2013/14: 87 Ambassadors at 103 universities (all Member States)

Academic year 2014/15: 93 Ambassadors at 107+ universities (all Member States)

Academic year 2015/16: 114 Ambassadors at 123 universities (all Member States)

Academic year 2016/17: 91 Ambassadors at 94 universities (all Member States)

Academic year 2017/18: 110 Ambassadors at 103 universities (all Member States)

Academic year 2018/19: 149 Ambassadors at 129 Universities (all Member States)

Acquisition / recruitment of the Ambassadors

Distribution of the call for application through different networks:

- * EU Careers social media campaign
- * Student associations (via their direct mailing)
- * Campaigns of former Ambassadors and career services
- * Network of selection experts

There is a **2phase selection procedure**: online application and video interviews.

Everyone is invited to a 2-day training conference. The training objective is to deliver a hands-on knowledge about EPSO's selection procedures. At the same time we are giving them a boarder knowledge about our marketing strategies and their role in it. Via the event's open space structure they can meet officials of the Institutions in order to get to know the variety of different jobs. They also receive a professional public speaking course and take part in best practice seminars delivered by former Ambassadors.

Role Description

Acting as a point of contact for students interested in EU Careers
 Researching target groups and contacting university media
 Giving presentations, attending university careers events and finding speakers
 Managing and regularly monitoring the dedicated social media / online presence

Why to apply?

A comprehensive induction and continuous coaching
 A position of responsibility that will look great on CV
 Acquiring new skills highly valued by graduate employers
 Great work experience in marketing, advertising, HR and communication
 The possibility to network with students across Europe
 A reference letter based on performance

Main criteria for selection:

We are looking for motivated Ambassadors who want to promote the benefits of an EU Careers with the following competencies:

Excellent communication skills
 Networking skills
 Willingness to share and learn
 Ability to adapt
 Good organisational skills
 Ability to deliver quality and results
 Innovative and creative approach
 Resilience

Minimum requirements

Commit at least two hours per week to the Ambassador role;
 Arrange or participate in a minimum of one EU Careers event or presentation;
 Participate in online masterclasses offered;
 Report back regularly.

Eligibility

Available to take part in our compulsory training course
 Enrolled and present at the university for the duration of the Ambassador's post
 An EU citizen
 Fluent in one of the languages of the country in which she/he is studying

The EU Careers Ambassadors are supported by EPSO:

- * regular 'weekly news'
- * support with the organisation and follow-up of the events
- * closed Facebook group for discussions
- * promotion material, gadgets
- * business cards
- * role attestations and reference letters
- * planned master classes every 8 weeks with experts from the Institutions

Outcome

OVER 880 EVENTS in the last academic year!

It is also for long term branding: many students hear about the possibilities during University and will apply years later for competitions.

Current state of play

Application period for the 2019-20 academic year will start on 22 February.

More information:

https://epso.europa.eu/job-opportunities/eu-careers-student-ambassadors_en

