



CALL FOR AMBASSADORS OF THE UNIVERSITY OF PAVIA

Recruitment season 2025/26

Purpose and objectives of the Programme

The University of Pavia promotes an inclusive, dynamic and international academic community. Through the Student Ambassador Programme, the University seeks motivated and enthusiastic students who are willing to represent the University, share their personal experiences, and guide prospective international students during their decision-making and application journey.

Ambassadors play a key role in connecting the University with its future students, helping to create a welcoming and authentic image of UNIPV.

Being an Ambassador is a rewarding and meaningful experience, offering the chance to grow personally, build international connections and promote the values of openness and inclusion that define the University of Pavia.

Activities

Student Ambassadors are expected to actively contribute to communication and outreach activities addressed to international audiences.

Main duties include:

- Represent the University on the Unibuddy chat platform, providing information and support to prospective students on topics related to academic life, study experience, accommodation, and student life. Areas of frequent discussion include:
 - Academic: courses, applications, entry requirements, exams, assignments, university preparation
 - General: accommodation, sports, library services, career opportunities, finances, campus life
 - Social: clubs and societies, student unions, local activities, nightlife
 - Support: directing students to official university web pages or departments for further information
- Ambassadors are required to check their Unibuddy account on a daily basis and to reply to incoming messages within 7 days at the latest. The overall engagement for this activity corresponds to approximately one hour per week.
- Take part in promotional and welcome events, including the Welcome Week, Campus Tours, Welcome Meetings, webinars promoting Master's Degrees, or other initiatives addressed to international audiences.

- Creating short contents such as blog posts, videos or social media stories to be published on institutional channels.
- Attend monthly coordination meetings with the Marketing & Recruitment team to discuss ongoing and upcoming activities, share feedback, and ensure consistent communication between Ambassadors and the University staff.

Duration of the Role

The role of Student Ambassador lasts for 12 consecutive months from the Onboarding date. A mid-term follow-up will be conducted after six months to review progress, gather feedback, and discuss individual goals.

Ambassadors may continue to hold the role for up to six months after graduation (or six months after completing a PhD).

Students representing the Foundation Year may continue in the role until their graduation, provided they meet the reconfirmation requirements each year.

At the end of each 12-month period, Ambassadors who have fulfilled their duties may apply for renewal, based on their engagement, reliability, and contribution to the Programme.

To support the coordination and development of Ambassador activities, two Project Managers will be appointed each year, one for each communication pathway (*Video & Storytelling* and *Written & Social Communication*). Project Managers will act as reference points for their fellow Ambassadors, helping to plan, organise and monitor content production, while maintaining regular contact with the Marketing & Recruitment team. They will receive specific training related to the communication pathway they belong to, aimed at deepening their skills in areas such as storytelling, digital content creation, or editorial writing.

The role lasts for 12 months, with an initial two-month trial period to assess suitability for the position. Project Managers are selected directly by the Marketing & Recruitment team from among the active Ambassadors, based on engagement, reliability, creativity and teamwork attitude.

Responsibilities

To maintain their role and eligibility for the final certificate and Open Badge, Ambassadors must comply with the following requirements throughout their 12-month role:

- Attend at least 75% of the scheduled meetings with the Marketing & Recruitment team, held on a monthly basis to plan future activities and ensure consistent coordination.
- Check their Unibuddy account at least once per day and reply to all messages within 7 days. The overall engagement for this activity corresponds to approximately one hour per week.
- Welcome activities: participation in the Welcome Week is mandatory.

- Events and initiatives: take part in at least one Campus Tour and one Welcome Meeting per year.
- Content creation: Ambassadors may choose between two content pathways, depending on their interests and confidence level:
 - *Video & storytelling pathway*: produce 6 video contents per academic year (e.g. short reels, interviews, campus-life videos, promotional clips) and at least 1 written blog post or testimonial per academic year.
 - *Written & social communication pathway*: produce 6 written contents per academic year (e.g. blog posts, interviews, student stories or Q&A articles) and contribute to 4 newsletter issues per academic year, working collaboratively with other Ambassadors.
- Participation in academic or departmental events: Ambassadors may also take part in events organised within their degree programme or by academic departments when relevant to their field of study or international experience. They are asked to inform the Marketing & Recruitment team in advance, not to request authorisation, but to ensure coordination and visibility of all Ambassador activities across the University.

Ambassador duties are evaluated continuously throughout the 12-month role, with a mid-term follow-up to discuss engagement, provide feedback and offer additional support when needed.

Breaks for study, family or travel reasons are allowed for a maximum duration of one month and must be duly communicated to the Marketing & Recruitment team.

Eligibility Criteria

Candidates must meet the following requirements to apply for the Student Ambassador Programme:

- Be currently enrolled at the University of Pavia in a Bachelor's, Master's or PhD programme taught in English, or hold a recognised Foundation Year diploma.
- Maintain student status at the University of Pavia throughout the entire period of engagement with the Ambassador Programme.
- Be passionate, proactive, social, friendly, open and communicative.
- Be reliable, responsible and honest in all communications.
- Be flexible and willing to respond to questions quickly and efficiently.
- Be open to intercultural experiences and act as a good role model for prospective students.
- Be confident using digital tools and social media platforms.
- Commit to dedicating the required time for the Ambassador role, including chat interaction, content creation, event participation and monthly meetings.

Benefit and Recognitions

You will act on a voluntary basis and you will get an online Ambassador profile, a snapshot of your personality that contains information about your course, nationality, languages, favourite classes, hobbies and interests. The Marketing & Recruitment team of the University of Pavia will provide you with initial training and continuous guidance.

Intangible benefits:

- Development of key soft skills: communication, teamwork, cultural awareness, creativity, and problem-solving.
- Networking within an international and multicultural environment.
- Opportunity to represent the University and contribute to its international image.

Tangible benefits:

- Official Ambassador uniform.
- Access to a dedicated workspace on campus.
- Voucher for a CUS (University Sports Centre) course or an Italian Language Course at the University Language Centre.
- Discount on the ESN (Erasmus Student Network) Pavia card.
- Priority consideration for participation in EC2U international initiatives.
- Final certificate of participation.
- Open Badge*.
- Possibility to request a Reference Letter from the Marketing & Recruitment Team upon successful completion of the role.

*The Open Badge is a digital certification describing the skills, abilities and knowledge that a person has acquired through an experience. It is a useful tool for demonstrating the possession of those transversal skills required by the job market, regardless of the course of study attended at university level. The certification can be easily shared on the web and integrated into the curriculum vitae.

All benefits are granted upon fulfilling participation requirements and maintaining active involvement throughout the Programme.

How to apply

Applications for the Student Ambassador Programme are accepted on a rolling basis throughout the year.

Interested students can submit their application at any time by completing the [online form](#).

After submission, shortlisted candidates will be contacted by email for a brief interview with the Marketing & Recruitment team. Selected students will receive initial training before starting their activities as Student Ambassadors.

The role lasts for 12 months. At the end of each term, Ambassadors who have fulfilled the participation and performance requirements may apply for renewal.

All applications are welcome; however, priority will be given to:

- International students currently enrolled in a Bachelor's, Master's, or PhD programme taught in English;
- Active students ("in corso");
- Italian students enrolled in English-taught programmes, when they can represent intercultural perspectives or specific academic areas.

To ensure balanced representation across academic areas, preference will be given to candidates enrolled in the following degree programmes, where additional Ambassadors are currently needed:

- Foundation Year
- MA in Economics, Development and Innovation (MEDI)
- MA in Finance
- MA in World Politics and International Relations
- M.Sc. in Civil Engineering for Mitigation of Risk from Natural Hazards
- M.Sc. in Computer Engineering
- M.Sc. in Electronic Engineering
- M.Sc. in Industrial Automation Engineering
- M.Sc. in Environmental Engineering – Resilience to Climate Change Effects (REACH) Curriculum
- MA in The Ancient Mediterranean World: History, Archaeology and Art
- MA in Psychology, Neuroscience and Human Sciences
- M.Sc. in Medical and Pharmaceutical Biotechnologies
- M.Sc. in Molecular Biology and Genetics
- M.Sc. in Industrial Nanobiotechnologies for Pharmaceuticals
- M.Sc. in Agri-food Sustainability
- M.Sc. in Physical Sciences – Biomedical Physics Curriculum
- M.Sc. in Geosciences for Sustainable Development – Geosciences for Energy, Mineral and Water Resources Curriculum

Contacts

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