



## DeGroote MBA Student Ambassador Program

### 2021-2022 Information Brief & Application

The DeGroote MBA Recruitment and Admissions team (the Team) at the DeGroote School of Business relies on the communication, collaboration, and leadership abilities of its student ambassadors to assist with the Team's marketing, recruitment, and engagement initiatives.

The DeGroote MBA Student Ambassador program will span the length of the Ambassador's study at DeGroote. Student ambassadors play an integral role in an incoming student's educational journey and the larger student community at the DeGroote School of Business.

#### Benefits

- High-profile, student leadership role at DeGroote
- Development of key professional skills, including:
  - Public speaking
  - Written and verbal communications
  - Strategy development
  - Knowledge transfer
  - Peer counselling and mentorship
  - Leadership
- Increased interactions and networking opportunities with MBA peers, administration, and other stakeholders
- Complimentary professional development workshops

#### Commitment

As projects/activities occur on a rolling basis, hours will not be firm. We recommend students set aside four (4) hours per month for the program. Most activities will occur outside of regular school hours. Student ambassadors will also need to attend several online training sessions after joining the program.

#### Requirements

Successful candidates will typically have the following attributes:

- Exceptional communication skills
- Active engagement in activities inside and outside of campus
- Willingness to learn
- Excellent time management skills
- Ability to demonstrate discretion, tact, and empathy
- Confidence speaking in public forums
- A love for DeGroote!

## Responsibilities

While responsibilities will vary depending on the individual Ambassador's profile, tasks typically fall within three (3) basic areas:

### 1. *Developing relationships with prospective students*

Student ambassadors will help field inquiries, share their experiences, and engage with prospective or incoming students via email, phone, or LinkedIn. The Team may also ask student ambassadors to counsel or mentor a currently enrolled MBA student.

### 2. *Representation at in-person and online events*

Student ambassadors will participate in recruitment and engagement activities, where they may speak publicly about their experiences at DeGroote, serve as panelists, and mingle with prospective students. Events include on-campus information sessions, off-campus recruitment events, and webinars / virtual panels.

### 3. *Participation in marketing efforts*

Student ambassadors will take part in various marketing initiatives, including videos, print materials, and social media and digital campaigns. Ambassadors will also be featured on DeGroote's recruitment website, initially as a student and later as an alum, here:

<https://mbarecruit.degroote.mcmaster.ca/student-profiles/>

## Timeline

Dates	Activity
April 13 – April 30	Application Period
May 3 – May 21	Interviews
May 24 – May 28	Offers
May 31 – June 4	Paperwork
June 22 from 12:00pm – 1:00pm	Training Session
June 24 from 12:00pm – 1:00pm	Social Media Narrative Workshop

## Apply Here

<https://www.jotform.com/build/201254746562051>

## Questions?

Contact Matt Vonk and Rita Chen, Recruitment and Admission Managers:

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