

JOB DESCRIPTION

JOB TITLE: Student Ambassador

DEPARTMENT: OTD Phoenix Metro program

LOCATION: Hybrid-Remote

EXEMPT/NON-EXEMPT: Non-Exempt

SUPERVISOR NAME: Dr. Kalyn Briggs

SUPERVISOR TITLE: Program Director

ABOUT SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCES (SCU)

Founded in 1911, Southern California University of Health Sciences (SCU Health) has been challenging convention and pushing healthcare forward for more than a century. Today, as the healthcare landscape continues to evolve, we are at the forefront of reimagining how care is taught, delivered, and experienced.

At SCU, our work is guided by a simple but powerful idea: *healthcare is most effective when it considers the whole person—body, mind, and spirit*. This philosophy of Whole Health shapes not only our academic programs and clinical training, but also how we collaborate, support one another, and engage with the communities we serve.

Whole Health is not just something we prepare our students to practice—it is a principle we strive to live as a community. We are committed to fostering an environment that supports the well-being, growth, and purpose of our students, faculty, and staff alike. If working for an organization that is transformative personally, professionally, and industry-wide appeals to you, we invite you to apply.

POSITION SUMMARY:

The SCU OTD Phoenix Metro Student Ambassador represents the program by creating authentic, engaging content that highlights student life, academics, clinical experiences, and the OTD journey. Ambassadors serve as approachable representatives for prospective and incoming students through social media, webinars, Q&A sessions, and recruitment events. The role requires consistent content creation, collaboration with fellow ambassadors and program representatives, and adherence to university branding and professionalism standards. This position provides hands-on experience in social media, digital marketing, communication, and brand representation.

KEY RESPONSIBILITIES:

Core Responsibilities:

- Create and submit authentic photo and video content highlighting the academic, clinical, social, and community experiences of the SCU OTD Phoenix Metro program.
- Develop student testimonials and other content that showcases coursework, challenges, accomplishments, and the student experience.
- Represent the SCU OTD Phoenix Metro program professionally and authentically while promoting diverse student perspectives.

Operational / Administrative Responsibilities:

- Submit required content monthly through SharePoint or other designated platforms and adhere to established content guidelines.
- Participate in monthly webinars, Q&A sessions, ambassador meetings, and other recruitment or outreach events.
- Maintain regular communication with the program's marketing representative and remain available for additional content and outreach opportunities.

Collaboration & Leadership (if applicable):

- Collaborate with fellow ambassadors to brainstorm content ideas, coordinate coverage of program milestones, and provide peer feedback.
- Support photoshoots, campus tours, recruitment events, and other initiatives that engage prospective students.
- Help ensure ambassador content reflects the diversity, professionalism, and community of the SCU OTD Phoenix Metro program.

QUALIFICATIONS:

- Education: Current enrollment in the SCU OTD Phoenix Metro program; active SOTA membership required.
- Experience: Experience or demonstrated interest in social media, content creation, student engagement, outreach, or digital communication preferred. Previous professional marketing experience is not required.
- Technical Skills: Social media content creation, video recording and editing, mobile photography and videography, Canva (or other graphic design platforms), social media management and scheduling, basic video editing software (CapCut, Adobe, Premiere, iMovie, etc.), content planning and development, Microsoft Office, digital marketing and brand communication, basic knowledge of social media analytics and engagement metrics.

SKILLS & COMPETENCIES

- Strong communication and public speaking skills
- Creativity and storytelling
- Professionalism and brand representation
- Collaboration and teamwork in a dynamic, evolving environment

WORK ENVIRONMENT & EXPECTATIONS

- Work Arrangement: Hybrid-Remote

- Schedule Expectations: Part-time, 20 hours per month
- Physical Requirements: None
- Travel Requirements: None

WHAT IT MEANS TO WORK AT SCU:

At SCU, how we work is just as important as what we do. We are building a culture that reflects the future of healthcare—collaborative, inclusive, and person-centered.

How We Work

- We prioritize students, patients, and partners in everything we do
- We collaborate across roles and disciplines—no silos
- We take ownership and approach challenges with a solutions-oriented mindset
- We lead with curiosity, humility, and accountability
- We contribute to a culture of respect, positivity, and continuous improvement

Our Core Values

- Integrative Health: Bringing disciplines together to improve outcomes
- Evidence-Informed Practice: Valuing research, inquiry, and applied knowledge
- Health Equity: Advancing access and outcomes for all populations
- Inclusivity: Fostering a community where diverse perspectives are valued

Benefits & Perks

- At least one medical plan fully covered for employees
- Option to add dependents at an additional cost
- Education reimbursement
- 403(b) retirement plan
- Access to a wide range of employee discounts and perks