



Basic Information

Employment type

Part-Time

Location type

Onsite

Locations

New York City, New York, United States

Duration

Temporary / Seasonal

Paid or unpaid

Unpaid

Job Description

Piggy Bank's Student Ambassador Program provides college students with a platform to represent Piggy Bank on their college campus. They help amplify the visibility of Piggy Bank among their campus's student body and help Piggy Bank leadership in customer acquisition.

Responsibilities of Student Ambassadors

- Developing an in-depth knowledge of products and services Piggy Bank wants to promote
- Building a network of students on your campus who can be Piggy Bank's early adopters
- Ideating and executing engaging campaigns on your campus
- Working on marketing plans and carrying out campaigns to generate business for Piggy Bank
- Educating the campus community about the benefits of the products offered by Piggy Bank
- Publicizing information by displaying posters on notice boards and sharing them online
- Organizing varied events like seminars and workshops to talk about Piggy Bank
- Conducting marketing and promotional activities using social media promotions
- Being the primary point of contact between Piggy Bank and student community
- Persuading the students to take part in events that aim to promote Piggy Bank
- Developing campus-specific outreach programs and campaigns to increase participation
- Addressing student questions related to Piggy Bank
- Liaising with Piggy Bank leadership to discuss project reports and outcomes
- Analyzing marketing activity reports and key performance indicators for future improvements
- Collecting feedback from students and other focus groups to improve marketing strategies

Qualities of Student Ambassadors

- **Outgoing Personality:** You enjoy meeting new people and initiating conversations.
- **Strategic Administrator:** You like creating strategies for various purposes and leading a team to achieve goals
- **Convincing Influencer:** You possess skills that can effectively persuade people to adopt a new product or service.

- **Tech-Savvy:** You are the one who knows how to use the Internet to your advantage, like social media platforms.

Company Details

Industry

Financial Services

Headquarters Location

New York City, New York, United States

Size

1 - 10 employees

Website

<https://piggybank.nyc/>

Social Media

<https://www.linkedin.com/company/piggybank-nyc>

<https://twitter.com/PiggyBanknyc>