

## Campus Ambassador Program for 2023

### What?

Student/Students from a college will act as ambassador/representative or flag bearer of ForumIAS. The primary role expected from Campus Ambassadors are to aid in Business Development of ForumIAS.

### Criteria for choosing College Ambassadors

- a) A current student of college preferably from 2nd year or 3rd year in graduation, though first year and final year students can also apply,
- b) Should have acumen for marketing and publicity,
- c) Should be an extrovert person with good communication and persuasion skills,
- d) Prospective candidates will be **interviewed in Online mode** to judge their suitability for the role.

### Roles and Responsibilities of College Ambassadors

1. to build brand value and reputation of ForumIAS among the college students in one's college.
2. to have access to or help ForumIAS gain access to student groups over WhatsApp and Telegram for content marketing.
3. to help ForumIAS with Email Ids of students through registration forms for the purpose of marketing mails.
4. to help ForumIAS reach college and hostel noticeboards of their respective colleges.
5. to aid ForumIAS in conducting Seminars in the colleges.
6. to share schedules of any course launches on the college and hostel noticeboards.
7. to share reels and shorts of successful students in relevant social media groups.
8. to showcase class notes, study materials and teaching pedagogy in the college.
9. to convey needs and concerns of students of the college to help decide launch dates of various courses.
10. help in deciding whether to conduct seminars, open tests, scholarship tests etc.

**Duration of the Program:** 3 months in the first phase and can be further increased by 3 months based on performance review.

**Remuneration:** Rs 10,000 for first 3 months combined and a **Certificate** for the same. If the Program is extended by further three months for the candidate, remuneration would be Rs 12,000 for these three months combined. If performance is outstanding from business perspective ForumIAS will consider more future engagements with the candidate.

**Note:** If the performance of candidate is very appreciable from business point of view, ForumIAS is more than happy and willing to engage the candidate in a more comprehensive and diverse role.

### **How to join the Campus Ambassador Program 2023**

Candidates interested in joining the Campus Ambassador Program must fill the Google form, the link of which is given below with due diligence.

<https://go.forumias.com/ambassdor-2023>

Our team will reach out to you in 72 hours and share the further details.

### **Expected outcomes**

1. Brand building of ForumIAS.
2. Nudging students towards enrolling in ForumIAS courses especially GS Foundation program.
3. Continued presence of ForumIAS in the college for future references and interaction with the College management.

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Your Team @ ForumIAS