



## Recruitment rules for the 1st edition of the "SEA-EU Ambassadors" Program within the SEA-nergy Project

### BASIC INFORMATION

#### Name

"SEA-EU Ambassadors" Program

#### Goal

The initiative aims to engage two students from the University of Gdańsk in the life of the SEA-EU community. Their tasks will include promoting the activities of the alliance, participating in management bodies and international meetings, supporting international students, and conducting marketing activities. Through the program, the ambassadors will develop communication, marketing, and organizational skills and gain their first experiences in international cooperation.

More about the SEA-EU project <https://sea-eu.org/>

#### Form and duration of the initiative

The 1st edition of the program will be conducted in a hybrid format at the University of Gdańsk from April 10th, 2025, to April 10th, 2026.

#### Program

Month I – Introduction and trainings

- Organizational meeting with program supervisors
- Training on the mission and goals of SEA-EU
- Workshops on intercultural communication and international integration

- Training on social media management and event promotion
- Assignment of initial tasks

#### Months II-XI – Promotional activities, support for the SEA-EU Project Office activities

- Representing UG students at SEA-EU governing body meetings
- Participation in the SEA-EU Student Council
- Creating content to promote SEA-EU (posts, videos, stories)
- Organizing informational events for UG students
- Supporting new international students in academic and cultural adaptation
- Participating in consultations for students regarding SEA-EU initiatives
- Organizing an informational campaign about the alliance's initiatives

#### Month XII – Evaluation of the 1st edition of the Program

- Summary of activities and assessment of the program's outcomes
- Preparation of the final report for the 1st edition of the program
- Handover of experiences and tasks to the ambassadors of the 2nd edition

#### Set of learning outcomes (competencies):

1. Understanding the mission of the EU Universities program
2. Ability to collaborate with international university units
3. Development of communication skills
4. Conducting promotional and marketing activities in higher education

#### Learning outcomes:

- **Knowledge:**  
The candidate
  - 1.1 Knows the history and circumstances of the creation of the European Universities Union program
  - 1.2 Has general knowledge about the University of Gdańsk units related to internationalization
  - 1.3 Understands the importance of communication tools for effective interaction
  - 1.4 Knows the basic principles of academic marketing
- **Skills:**  
The candidate
  - 2.1 Can present the mission of the European Universities program
  - 2.2 Explains the main goals of the internationalization strategy of University of Gdańsk
  - 2.3 Can create engaging promotional content
  - 2.4 Organizes informational campaigns
- **Social Competences:**  
The candidate
  - 3.1 Is ready for public speaking and presentations
  - 3.2 Takes on the challenge of selecting the right communication channels and promotional

tools for the set objectives and target group

3.3 Effectively participates in undertaking and executing group project tasks

3.4 Is aware of the importance of clear and precise communication

### Criteria for learning outcomes

The candidate:

Learning outcome	Verification criteria	Verification method
1.1. Knows the history and circumstances of the creation of the European Universities Union program	1.1.1. Knows the goals of the European Universities program. Knows the structure of the SEA-EU alliance	Test
1.2. Has general knowledge about the University of Gdańsk units related to internationalization	1.2.1 Knows the tasks of various units at the University of Gdańsk related to internationalization	Test
1.3. Understands the importance of communication tools for effective interaction	1.3.1 Analyzes the effectiveness of different communication channels in the academic context. 1.3.2 Demonstrates knowledge of communication tools tailored to the target audience.	Test
1.4. Knows the basic principles of academic marketing	1.4.1 Lists the key principles of academic marketing. 1.4.2 Analyzes examples of promotional strategies of higher education institutions.	Test
2.1 Can present the mission of the European Universities program	2.1.1 Can present the mission in a way tailored to different target audiences. 2.1.2 Justifies the importance of the program for European higher education	Test
2.2 Explains the main goals of the internationalization strategy of University of Gdańsk	2.2.1 Provides examples of activities implementing the internationalization strategy of UG	Test
2.3 Can create engaging promotional content	2.3.1 Demonstrates ability to apply principles of copywriting and storytelling. 2.3.2 Evaluates the effectiveness of its content	Test

	based on audience engagement	
2.4 Organizes informational campaigns	2.4.1 Plans promotional activities in line with defined objectives	Test
3.1 Is ready for public speaking and presentations	3.1.1 Prepares and presents a presentation on internationalization. 3.1.2 Demonstrates confidence and effective presentation techniques.	Test
3.2 Takes on the challenge of selecting the right communication channels and promotional tools for the set objectives and target group	3.2.1 Selects communication channels appropriate for the audience and content. 3.2.2 Justifies the choice of promotional tools and methods.	Test
3.3 Effectively participates in undertaking and executing group project tasks	3.3.1 Collaborates with others, demonstrating negotiation and compromise skills. 3.3.2 Meets deadlines and supports the achievement of common goals.	Test
3.4 Is aware of the importance of clear and precise communication	3.4.1 Formulates messages that are clear and appropriate for the audience. 3.4.2 Avoids ambiguity and simplifies complex content when necessary.	Test

## REQUIREMENTS FOR THE INITIATIVE

### Program participants

The program is open to persons with valid UG student status who are in their first and second year of undergraduate and unified master's studies, as well as in their first year of second degree studies. The candidate is required to provide its current student status at the University of Gdańsk on the day of applying for the recruitment process and for the entire duration of the program. Recruiters may not apply for or pursue overseas mobility while on any kind of leave. The participant must declare a minimum English language proficiency level of B1.

The program will be conducted in a hybrid format. Participants are required to have access to the internet, as well as a laptop with a functional audio system (speakers/headphones and a microphone) and a camera.

## Recruitment

The recruitment process for the program will be conducted in two stages.

### Stage I: until March 21st, 2025

In Stage I, the candidate is required to complete a special registration form at <https://forms.office.com/e/d2zVxyCf1W>. One of the elements of the form is a CV and a cover letter. The cover letter should include the candidate's activities, interests, and skills that are directly or indirectly related to the responsibilities of a SEA-EU ambassador. This may include, for example, additional language skills, experience in public speaking, managing social media, or creating audiovisual materials. **The form must be completed and submitted by March 21st, 2025.**

### Recruitment criteria for Stage I:

1	<b>Formal criteria</b>	<b>Fulfilled</b>
	student status of 1st and 2nd year of undergraduate and unified master's studies, as well 1st year of second degree studies	
	Complete application	
2	<b>Substantive Criteria</b>	<b>Scoring</b>
	Substantive evaluation of the cover letter justifying the candidacy	0-10
	Evaluation of practical experience in marketing and promotion	0-10
	Evaluation of additional activities, interests, and skills of the student	0-10

### Results of Stage I recruitment

The committee responsible for verifying and evaluating the applications is required to prepare a ranking list, which will include a list of qualified candidates, reserve candidates, and those who did not meet the criteria. All individuals participating in the recruitment process will be individually informed of the results via email **by March 25th, 2025**. The list of selected candidates will also be available on the website: <https://sea-eu.ug.edu.pl/aktualnosci/>.

### Stage II: March 26th – April 3rd, 2025

Candidates who submitted a complete set of required documents and scored the highest in Stage I will be qualified for Stage II. Stage II will consist of interviews conducted between March 26th and April 3rd, 2025.

The two individuals who obtain the highest number of points during the II stage will be invited to the program.

1	<b>Formal criteria</b>	<b>Fulfilled</b>
	Attendance at the interview	
2	<b>Substantive Criteria</b>	<b>Scoring</b>
	Knowledge about the SEA-EU program and the internationalization of universities	0-10
	Knowledge of academic marketing and promotional tools	0-10

	Knowledge of the English language	0-10
	Communication skills	0-10

### Results of Stage II recruitment

The committee responsible for verifying and evaluating the applications is required to prepare a ranking list, which will include a list of qualified candidates, reserve candidates, and those who did not meet the criteria. All individuals participating in the recruitment process will be individually informed of the results via email by April 4th, 2025. The list of selected candidates will also be available on the website: <https://sea-eu.ug.edu.pl/aktualnosci/>.

### RULES FOR PROVIDING SUPPORT

During the 1st edition of the program, from April 10th, 2025, to April 10th, 2026, the ambassadors will be engaged under a civil contract. The hourly rate for the project is 45 PLN gross, with an average monthly engagement of 20 hours as planned in the project. The monthly salary will be adjusted according to the number of hours worked.

### Documentation before the initiative

Those who are qualified to hold the initiative are required to:

- complete the online pre-test, which will assess the level of knowledge and skills related to the course topic that participants have before starting the course,
- register on the NAWA platform to confirm the participant's eligibility for the project,
- complete the necessary documents required for settling the civil contract.

### Documentation after the initiative

Those who complete mobility are required to:

- Complete the online post-test, which measures the participants' knowledge and skills after the course has been completed.

### Completion of the training/course

Those who, according to the test, have improved their competencies during their participation in the "SEA-EU Ambassadors" program will receive a certificate and a reference letter.

Contact to Coordinator: [seaenergy@ug.edu.pl](mailto:seaenergy@ug.edu.pl)

The initiative is being implemented as part of the project "Support for Synergistic and Complementary Actions of the SEA-EU 2.0 Project – SEA-nergy," which is part of the NAWA program "Support for European University Alliances" funded by the European Social Development Funds.