

# BUS LinkedIn Ambassador Programme

LinkedIn Learning offers a vast library of high-quality virtual courses, covering in-demand business, technology, and creative skills. By collaborating with industry experts and thought leaders, LinkedIn Learning ensures that its content remains relevant, trusted, and regularly updated. This extensive resource empowers learners to explore new fields or deepen their expertise in specific areas.

We are excited to introduce the **BUS LinkedIn Ambassador Programme**, where you can become an advocate for LinkedIn and LinkedIn Learning within HKBU. Enhance your digital skills, leadership potential, and networking opportunities while helping your peers unlock the power of digital literacy.

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## Programme Overview

### Target Audience

We are seeking passionate and proactive BBA students who:

- Have a strong interest in current market trends, digital literacy, and skill enhancement (both soft and technical skills)
- Enjoy promotion, digital marketing, event management, and creative design
- Bring innovative ideas and excel in execution

We aim to recruit **20-25 BBA students** who are eager to advance their digital literacy and serve as representatives for LinkedIn and LinkedIn Learning within the HKBU community.

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## Programme Timeline

- **Application Deadline:** January 6, 2025
- **Interview Period:** January 13-17, 2025
- **LinkedIn Headquarters Training:** early February, 2025 (tbc)
- **Service Period:** February – December, 2025
- **Focus Group & Feedback Collection:** May – July, 2025

### Info Session:

**Date:** November 26, 2024

**Time:** 18:30-19:30 (Online with post-recordings available)

## Benefits

Ambassadors are expected to receive following benefits.

1. **Intensive Training & LinkedIn Headquarters Visit:** Receive specialized training in digital literacy and LinkedIn Learning, culminating in a company visit to the LinkedIn Hong Kong headquarters and a certification.  
**Date:** early February 2025 (tbc)  
**Location:** LinkedIn Headquarters, Hong Kong
  2. **Leadership & Event Development:** Develop leadership skills by managing digital marketing campaigns, coordinating outreach events like the LinkedIn Learning Booth at the Business Career Expo, and representing the BBA programme in digital literacy initiatives.
  3. **Networking:** Engage with fellow students, faculty, and professionals, expand network and pave the way for future career opportunities.
  4. **Professional Growth:** Gain valuable experience in digital literacy, public speaking, time management, and event planning through workshops and activities. These skills are transferable to various professional settings.
  5. **Boost Resume & LinkedIn Profile:** Add valuable experience to both resume and LinkedIn profile, showcasing leadership abilities, dedication to lifelong learning, and digital literacy expertise—key qualities sought by employers. Top ambassadors will receive endorsements on their LinkedIn profile.
  6. **Exclusive Access to Resources:** Receive priority access to exclusive resources, including alumni high table dinner, the BUS Mentorship Programme, networking events, professional workshops and conference. Top ambassador will receive up to 6-month free trail of LinkedIn Premium. These unique opportunities provide insider insights and valuable industry connection, helping you grow professionally and build a strong network.
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## Roles & Responsibilities

As a BUS LinkedIn Ambassador, you will:

1. Attend the compulsory training workshop and company visit to LinkedIn Hong Kong, earning certification in digital literacy and LinkedIn Learning.
2. Provide onsite support for BBA e-Learning events, engage with the HKBU community.
3. Promote the BBA e-Learning Award Scheme and encourage peers to apply.
4. Create content for the BBA Instagram and LinkedIn pages, share updates on your personal LinkedIn profile, and recommend LinkedIn Learning courses to the BBA Programme Office.
5. Conduct focus groups and surveys to gather feedback for improving the ambassador programme and e-Learning atmosphere.
6. Complete selected LinkedIn Learning courses in areas such as digital marketing, event management, and customer service to sharpen your skills.