



Ferrari Fashion School
MILANO

A.A. 2026/2027

**Call for applications
'Student Ambassador Program'**



CALL FOR APPLICATIONS – ‘STUDENT AMBASSADOR’ PROGRAM ACADEMIC YEAR 2026–27

Introduction

Ferrari Fashion School, with the aim of encouraging the direct involvement of students in communication and outreach activities, establishes the ‘Student Ambassador’ Program for the academic year 2026-2027, up to 5 students.

Objective

The Program aims to train students capable of representing the identity and values of the Academy through social media and marketing activities, and/or participation in events, orientation initiatives, while also developing professional skills in communication and marketing.

Program Structure

- **Duration:** up to 150 hours per academic year (aligned with the student’s academic schedule)
- **Training Modules:**
 1. **Introductory Training**
 - Understanding Ferrari Fashion School’s values and educational offerings
 - Basics of communication and the strategic role of the Student Ambassador
 2. **Digital Activities**
 - Content creation for Instagram (3 posts/week, daily stories, 1 reel/week) and TikTok (1 video/week)
 - Use of digital tools, defining one’s personal “voice,” and applying communication guidelines
 - Monitoring performance through analytics
 3. **Events and Direct Promotion**
 - Active participation in Open Days, local events, and both online and in-person orientation sessions
 - Creating and distributing invitations, managing Q&A sessions, producing post-event content



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Support and Coordination

Student Ambassadors will receive continuous support from the marketing and orientation teams through regular feedback, mentoring, and training sessions.

Eligibility Requirements

- Be regularly enrolled at Ferrari Fashion School for the academic year 2026-27
- Be up to date with the payment of the enrollment and tuition fees
- Strong interpersonal and communication skills
- Interest in digital marketing and social media communication
- Availability to participate in both online and in-person activities as scheduled

Benefits

- Up to €1,500 reimbursement of the tuition fee for the academic year 2026-27, based on how many hours have been effectively carried out
- Official certificate of participation with evaluation of acquired skills
- Recognition of the Student Ambassador experience for inclusion in the CV, subject to approval by the Management
- Opportunity to develop professional skills in marketing, social media, and public speaking

Application Process

Interested candidates must submit:

- An updated CV
- A motivation letter (max 500 words) to the email address: segreteria@ferrarifashionschool.com by May, 30th, 2026 (strict deadline).

Selected candidates may be invited for an interview.

Milan, 23rd April 2026


Dean and Managing Director
Dr. Anna Lottersberger

Ferrari Fashion School srl

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