

This opportunity profile is designed to give you an idea of what your voluntary work will involve. It highlights the commitments, skills and benefits you can expect from taking up that role.

<b>Role:</b> Marketing Officer Bath Entrepreneurs	<b>Department:</b> Student Enterprise. Students' Union Development Team
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**Duties and Responsibilities:**

- Design and implement a comprehensive social media plan across Facebook and Instagram.
- Create, curate, and distribute platform specific content to BE followers
- Manage <https://www.thesubath.com/bath-entrepreneurs/>
- Manage the BE newsletter
- Manage a small marketing team to design and maintain all the marketing materials for BE, including posters, flyers, banners, etc.

**All committee members will be required to:**

- Support promotional activities: Fresher's Week, Refresh Week,
- Attend committee meetings and socials

**Opportunity:**

- Develop your marketing knowledge and practical skills
- Experiment and get first-hand experience with running online and offline marketing campaigns

**Time Commitment:** Minimum of 6 hours per week, but will need to be flexible.

**Venue:** Virgil Building, 18 Manvers Street

**Responsible to:** Bath Entrepreneurs Committee  
SU Activities Officer, Student Development Support,  
Student Development Manager

**Benefits:**

- Drive change and grow the BE community
- Enhance your CV and employability
- Network with businesses and entrepreneurs
- Opportunity to experiment with online and offline marketing strategies
- Take part in a variety of BE events

**Training and support:**

- Support from Student Enterprise Coordinator
- Various training from Skills Training
- Specific role training available

**Useful previous experience:** Managing social media accounts; running marketing campaigns for events; generating content for blogs or newsletters; an interest in entrepreneurship and our mission.

**Skills Gained:** Participating in this opportunity will enable you to develop and practice the following skills

Written Communication	x	Teamwork	x	Financial Management	
Verbal Communication	x	Time Management	x	I.T.	x
Delegation		People Management		Organisation/ Planning	x
Decision Making	x	Negotiation		Marketing	x

**Others (as specified below):** Initiative, Problem Solving, Creativity

**For further info contact:**  
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<https://www.thesubath.com/bath-entrepreneurs/>

