

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.

Role: Publicity & Marketing Officer

Department: Students' Union Sports

Duties and Responsibilities:

- Keep publicity up-to-date
- Co-ordinating promotional opportunities
- Writing copy and deciding images for all flyers, poster and website
- Ensuring any publicity design protects the corporate image and brand of the Students' Union
- Organising Hoodies or T-Shirts
- Liaise with SU marketing department about design, batch printing, using Union poster boards and digital screens
- Make sure your social networks are refreshed regularly
- Take photos for use online
- Keep your website up-to-date and keep a note of all log in details
- Recording and reviewing publicity activity
- Communicating with members

Time Commitment: 2-3 hours per week

Venue: Sports Association Office / across campus

Responsible to: SU Sport Officer and Club Chair

Benefits:

- Enhance your CV
- Gain skills to enhance personal development
- Gain Team Leadership skills
- Improve administrative skills
- Development of the club
- Work with student led groups and University staff.

Opportunity:

- Assist with the development of the club
- Ensure a high standard of communication is held within the club
- Develop the club, making a difference to its members.

Training and support:

- In house training through Skills Training (publicity and marketing).
- Support through all SU areas
- 1.1 meeting with Sport Officer

Useful previous experience:

- Organisational skills
- Working within a team
- Knowledge and understanding of SU Sport
- Experience of publicising and marketing

Skills Gained: Participating in this opportunity will enable you to develop and practice the following skills (marked ✓)

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

Others (as specified below):

For further info contact:

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 01225 38 3263

Website:

<http://www.bathstudent.com/sport/>

Facebook

<https://www.facebook.com/#!/SUSportBath>