

Enactus Marketing Officer

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: Enactus Marketing Officer

To monitor the progress of Enactus and support the development of the group.

Department: Student Enterprise, Students' Union Development

Duties and Responsibilities:

Specific

- Communicate effectively with the Marketing team and assign roles in your team for Facebook Manager, Instagram Manager, YouTube Manager, Snapchat Manager, Graphic Designer and Events Manager
- Create a Social Media Strategy together with your team: review and approve suggestions made by the team members and keep track of their proper implementation and idea generation that keeps the brand image intact.
- Take pictures during meetings, events (socials or trainings) and share them with the Social Media Managers
- Update website regularly with current projects (descriptions, pictures of the team, committee members section, how to apply section)

What will you be promoting on Social Media?

- Pictures from different events
- Recruitment opportunities
- Upcoming events
- Member of the Month
- Be active & answer to different messages on Facebook
- Highlight the employability skills developed by Enactus through testimonials from members

All Enactus committee members will be required to:

- Support Enactus promotional activities: Freshers Week, Refresh Week, competitions, social projects
- Attend regular committee meetings and Enactus socials

Time Commitment:

Minimum 4 hours per week, but will need to be flexible

Venue:

Virgil Building, 18 Manvers Street

Responsible to:

The Enactus committee
SU Activities Officer
Student Enterprise Coordinator
Student Development Manager

Opportunity:

To develop your employability skills through hands-on projects that make a positive impact in the local community.

Develop your marketing skills, gain practical experience and develop your own portfolio.

Benefits:

- Meet creative and enterprising students
- Attend training provided by corporate partners
- Network with local and national mentors
- Enhance your CV and get fast tracked for placements and graduate jobs

Useful previous experience/skills needed:

Some previous experience in marketing and social media is desirable.

Training and Support:

- Support from the Student Enterprise Coordinator

--

- Various training sessions available from SU Skills Training
- Specific role training
- Enactus training

Skills Gained:

Participating in this opportunity will enable you to develop and practice the following skills (marked X)

Teamwork*	X	Delegation	X	Financial Management	
Verbal Communication*	X	Negotiation		IT	
Written Communication*	X	People Management		Organisation/Planning	X
Leadership*	X	Time Management	X	Creativity	X
Commercial Awareness*	X	Marketing	X	Initiative	X
Problem Solving*	X	Decision Making	X	Public Speaking	X

*Skills required for the Bath Award