

THE MARKETING & COMMUNICATIONS OFFICER



What is the Marketing and Communications officer?

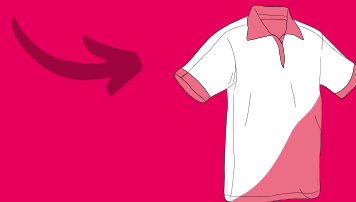


3-5 Hours a week

Promotes club events and activities, aiming to increase membership and income.

Benefits:

- ▶ Future career development opportunities.
- ▶ Recognised accreditations for extracurricular activity.
- ▶ Training and support from NTU Sport Marketing team.
- ▶ Opportunity to get a committee t-shirt!



Skills for your CV:

Social media management and content creation.

Main Responsibilities:

- ▶ Ensure club page on the website is updated.
- ▶ Develop a marketing plan for key events.
- ▶ Collab with your committee members to source club sponsorship.

Pride. Unity. Respect.

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What is the role?

The Marketing and Communication Officer is an important part of the club because it promotes the activities with the aim of increasing membership, raise income and improve the club's reputation.

We are looking for someone who:

- Wants to give back to their club and/or sport.
- Is passionate about improving NTU Sport.
- Is creative and innovative.
- Is not afraid to try new ideas.

What skills will you develop?

- Improved verbal and non-verbal communication.
- Social media management.
- Content creation.
- Influencing others.

What are the perks?

- Leave a lasting legacy within your club.
- Opportunities for future career development and support.
- Tailored support from NTU Club Development Officer / Head of Sport and NTU Sport Marketing Team.
- Comprehensive role-specific training and guidance.
- A key role within NTU Sport and an opportunity to make a difference.
- Official university record of extra-curricular achievements (Higher Education achievement record).

Main responsibilities:

- Be an ambassador for NTU Sport's values: Pride, Unity, Respect.
- Collaborate with other committee members to source club sponsorship.
- Ensure the club social media and website is up to date.
- Develop a marketing plan for key events e.g. Welcome Week.
- Establish a clear and trusting relationship with the NTU Sport Marketing Team.
- Attend meetings including committee meetings and the annual general meeting (AGM).
- Co-create and contribute to the implementation of the Club Development Plan.

Next steps:

- Nominate yourself!
- Nominations are open: 12pm (midday) Monday 10 February - 12pm (midday) Friday 21 February.
- Election voting: 12pm (midday) Friday 7 March – 12pm (midday) Thursday 13 March via the NTSU app.
- If elected, you must attend Committee Welcome on Thursday 24 April.

Pride. Unity. Respect.