

# THE MARKETING & COMMUNICATIONS OFFICER



2-3 Hours a week

## What is the Marketing and Communications officer?



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

### Benefits:

- ▶ Future career development opportunities
- ▶ Recognised accreditations for higher education extracurricular activity
- ▶ Role-specific training & support from NTU Sport marketing team
- ▶ Opportunity to get a committee T-shirt!



### Skills for your CV:

Social media management & 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**

# THE MARKETING & COMMUNICATIONS OFFICER

Average weekly time  
commitment: 2-3 hours

## 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 or 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

## 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) 12th February - 12pm (midday) 23rd February
- Election voting: 8pm 7th March – 12pm (midday) 15th March via the NTSU app
- If elected, you must attend Committee Ready training in term 3 (date TBC)

## What are the perks?

- Leave a lasting legacy within your club
- Opportunities for future career development and support
- Tailored support from NTU Sport 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)
- Opportunity to purchase a bespoke committee-only shirt

**Pride. Unity. Respect**