

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

- Recruitment Strategy: develop a strategy for recruitment for both semesters to ensure that new Enactus Team members are a right "Fit" for the organisation
- Key Recruitment Attributes: develop a list of key attributes for the positions we are recruiting for if new positions are created or new requirements are agreed upon by the committee
- Recruit for Open Positions: run recruitment campaigns for open positions the team is looking to fill, whether they are committee (e.g., Marketing Officer, Social Executive) or project (e.g., fundraising team member, project member) positions, both externally (students new to Enactus) and internally (among current members)
- Recruit Project Leaders during the summer holiday for current or future projects
- Coordinate interviews and other selection methods
- Talk to project Leaders to nominate members for our Member of the Month campaign and choose one member/month according to their achievements
- Communicate with the Marketing Officer to promote the Member of the Month on social media (Facebook and Instagram)
- Create a Register for team meetings and team members and make sure the information is kept up to date; work with the Secretary to identify active / non-active members
- Recruit internally in February for the presentation team which represents Enactus Bath in the Enactus annual competition.
- Organise training sessions: work with the CRE at the beginning of the semester to identify and confirm training sessions delivered by both internal and external partners.
- Talk to new recruits - students who are interested in joining later in the semester and haven't attended our information sessions - about what Enactus is and present them all the projects at hand & advise them about which team to join, depending on each team's needs.
- Seek out Individual Topic Competitions promoted by Enactus UK and inform the team leaders whose project descriptions fits the criteria;
- Find suitable Mentors for the Presentation Team in February

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 5 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 and communication skills.

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

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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	X	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