

# Head of Marketing

## Phantom Committee - Union of Students

### Role details

**Time Commitment:** Varying throughout the year with an average of 5-10 hours a week

**Responsible to:** Vice President (Community) and The Phantom members

### Ideal personal qualities

- Great organizational skills
- Driven and motivated
- Good communication skills
- Able to balance multiple projects at once
- Passion for media
- Good team player

### Duties and responsibilities

- To liaise with the union Marketing Department to advertise Phantom Media activity
- Manage the marketing budget and buy all marketing material.
- To recruit and interview the rest of the Marketing Committee with a member of staff if the roles are not filled in the first block of interviews
- Sit on the Executive Committee of Phantom Media to organize marketing content, and chair the meeting when required
- Raising the profile of Phantom Media to the wider student body and local community
- To aid the distribution of The Phantom newspaper
- Encourage students to get involved with or just receive Phantom Media

### Opportunities

- A unique opportunity to lead the team that creates marketing content for Phantom Media
- Gain skills in managing a team
- Gain skills in marketing
- Lead marketing campaigns for all of phantom and the larger events we cover (varsity, union elections etc)

### Benefits

- Gain a wide range of practical skills that will make you more employable
- Practical experience of being part of a team and report writing
- Gain knowledge in understanding marketing
- Relevant training/on-going personal development
- Gain experience in community work

### Beneficial previous experience

- Experience of marketing/ promotional work
- Passion for media

### Training and support

- You will have access to a range of training with the Union and can request external training and trips to networking events