

Volunteer Development Program

Role	Head of Marketing and PR Volunteers
Area of Interest	Marketing, Communications, Administration, Social Media, Website Management, PR, Music, Festivals, Project Management
About Pangaea Festival	Pangaea Festival is a student led music festival which provides both a variety of music and value for money for students. The upcoming festival is due to include 4 indoor/outdoor stages for artists and will aim to attract 4500 students for a spectacular production.
Description of Role	You will be responsible for leading the Marketing and PR Volunteer team to support in the planning and delivery of Pangaea Festival in June 2018. This role involves marketing pre, during and post event to allow you to gain experience from start to finish of a large project. You will work closely with the Activities Officer and SU Events/Communication teams to ensure you fully supported and have suitable guidance to fulfil this role.
Reports to	Activities Officer
Volunteer Tasks	<p>Leading and managing the Marketing and PR Volunteer Team for Pangaea Festival</p> <p>Supporting the Students Union Marketing and Communication Team with research of the festival industry, music industry, Manchester nightlife and student-led club nights as content for social media platforms</p> <p>Supporting the Students Union Marketing and Communication Team with creating a social media content plan to increase student engagement online from 6 months prior to the festival in line with provided guidelines/standards</p> <p>Generate innovative ways to promote the event and implement the suitable options with the support of the Students Union Marketing and Communications Team</p> <p>Liaising with the Students' Union Marketing and Communication Team to establish key campaign deadlines and allocate tasks to volunteers accordingly</p> <p>Liaising with the Students Union Events Team and Activities Officer with updates of team progress</p> <p>Allocating a lead website design volunteer from your team</p> <p>Managing and updating Pangaea Festival website regularly</p> <p>Working closely with the Students Union Marketing and Communication Team to produce a Pangaea Launch Party</p> <p>Recruit and lead the street team to sell festival tickets prior to the event, reaching other Universities including Salford, MMU and RNCM in line with SU guidelines (briefed by SU Events Team)</p> <p>Promote all activities related to the festival such as volunteer recruitment, training opportunities and line-up launch</p> <p>Supporting any other marketing requests from the Students Union Marketing and Communication Team in relation to Pangaea</p> <p>Working with the Students Union Marketing Communications Team to manage social</p>

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media content during the live event ie. Snapchat, Instagram.

Desirable Skills and Qualifications	No skills or qualifications needed, just lots of enthusiasm! Although an interest in Marketing Communications or managing a team would be a bonus.
Benefits	<p>Gain insight into marketing and communications for a live festival campaign</p> <p>Access to staff support</p> <p>Develop a good understanding of how live event campaigns work</p> <p>The opportunity to manage a live website with a large following</p> <p>Gain experience in all aspects of event promotion including digital, face-to-face and live content during event delivery</p> <p>Learn the importance of meeting key deadlines</p> <p>Collaborate with other enthusiastic students on fun, challenging and rewarding mini-projects</p> <p>Develop in confidence in a professional workplace environment</p> <p>Learn to adapt to real-time event challenges</p> <p>Demonstrate your level of dependability to key industry professionals and University staff alike</p> <p>Take ownership of your team's progress and develop your leadership ability</p> <p>Feel highly rewarded for contributing to the success of the largest student led event on campus</p> <p>A free ticket to Pangaea Festival (subject to completing volunteer hours)</p> <p>The opportunity to make new friends</p>
Volunteer Location	Based at University of Manchester Students Union Building, however lots of tasks can be completed on/off site.
Are volunteer expenses available?	No, however you will be entitled to a free Pangaea Festival ticket if you complete your volunteering hours
Duration of role	Ongoing
Start date	February 2018
End date	May 2018 – Re-elections of Head Roles / June 2018 - Handover
Opportunity times	Flexible – volunteering hours can be arranged with Pangaea's Volunteer Management team throughout the year to suit you. Please note there will be busier periods leading up to the event. A project timeline will be provided to you with key tasks relevant to your area of interest.
Minimum Hours Commitment	1-2 hours per week – you are more than welcome to complete more hours if you wish. Remember, completing the minimum number of hours also entitles you to a free ticket to Pangaea Festival.