

## Volunteer Development Program

<b>Role</b>	Marketing and PR Volunteer
<b>Area of Interest</b>	Marketing, Communications, Administration, Social Media, Website Management, PR, Music, Festivals, Project Management
<b>About Pangaea Festival</b>	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.
<b>Description of Role</b>	You will be responsible for supporting in the planning and delivery of Pangaea Festival in June 2018 as an active member of the Marketing and PR Volunteer Team. This role involves marketing pre, during and post event to allow you to gain experience of a live marketing and communications campaign for a large event from start to finish. You will report to the Head of Marketing and PR Volunteers who will work closely with the Activities Officer and Students Union Events and Marketing Communications Teams to ensure you fully supported and have suitable guidance to fulfil this role.
<b>Reports to</b>	Head of Marketing and PR Volunteers
<b>Volunteer Tasks</b>	<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>Generating ideas to increase student engagement online 6 months prior to the festival and proposing options to the Head of Marketing and PR Volunteer Team</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 Head of Marketing and PR Volunteer Team with updates of task progress</p> <p>The opportunity to design Pangaea Festival website</p> <p>Working closely with the Students Union Marketing and Communication Team to produce a Pangaea Launch Party</p> <p>Participate as a key street team member 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 media content during the live event ie. Snapchat, Instagram.</p>
<b>Desirable Skills and Qualifications</b>	No skills or qualifications needed, just lots of enthusiasm! Although an interest in Marketing or PR would be a bonus.

# PANGAEA | FESTIVAL

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<b>Benefits</b>	<p>Gain insight into marketing and communications for a live festival campaign Learn the importance of meeting key deadlines</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>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>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>
<b>Volunteer Location</b>	Based at University of Manchester Students Union Building, however lots of tasks can be completed on/off site.
<b>Are volunteer expenses available?</b>	No, however you will be entitled to a free Pangaea Festival ticket if you complete your volunteering hours
<b>Duration of role</b>	Ongoing
<b>Start date</b>	February 2018
<b>End date</b>	May 2018 – Re-elections of Head Roles June 2018 - Handover
<b>Opportunity times</b>	<p>Flexible – volunteering hours can be arranged with Pangaea’s Volunteer Management team throughout the year to suit you.</p> <p>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.</p>
<b>Minimum Hours Commitment</b>	<p>12 hours in total – you are more than welcome to complete more hours if you wish.</p> <p>Remember, completing the minimum number of hours also entitles you to a free ticket to Pangaea Festival.</p>