

Chloe Cantwell for Communications and Marketing

Hi, my name is Chloe Cantwell and I would love to be the next JCR Communications and Marketing Officer. I am a first year English studies student interested in a career in media or journalism, particularly the unique and continuously developing role that social media is playing in modern day business. I have really enjoyed my time in halls and would love to be a part of the community for the first unrestricted year post pandemic. Next years JCR members will have far more freedom when it comes to organising events and creating bonds between residents and I think it would be extremely rewarding to be part of the committee in a year that will define some new norms for upcoming years.

Why I believe I am qualified for this role.

- As an English studies student I like to believe I have a way with words and therefore I would excel at controlling the JCR social media between posting about events and replying to queries. I enjoy maintaining my own social media feed and even have a second account for pictures I've taken of my friends and I and other visuals I encounter throughout my day. In addition to this I co-manage an account that sells shoes taking pictures, posting stories and grid pictures and ensuring these are posted at optimum times of the day for maximum engagement. I am fascinated by the social media is becoming more and more important for businesses and the general distribution of information.
- My photography experience is not limited to high quality pictures of merchandise however. Throughout transition year in secondary school I became a volunteer with the Special Olympics and took photos at their events. I thoroughly enjoyed this experience. It's so rewarding to photograph events, choosing the best moments to snap a shot and capture moments that otherwise would be forgotten. This role included a mixture of posed images and candid images as the athletes participated in their various sports.
- I also have experience gaining sponsorships by approaching local businesses. During my time in school I was a member of my secondary schools first ever rugby team. As a result of being the first team in the school there was no funding available for jerseys and other essentials. We decided to have a raffle, reaching out to local businesses and also to have a sponsor on the jersey. I gained valuable skills that I believe are transferable to the role of communications and marketing officer.

What I would like to implement

I thoroughly enjoyed my time in halls this year and would really look forward to spending another year in halls. Living in the community at halls is an unique opportunity that isn't recreated in other student accommodation.

- In order to maximise the unique opportunity living in this community provides I would like to set up a form or portal for halls residents to input their interest to join certain clubs and societies so that they could be put in contact with one another before attending clubs or society events. The dread of showing up to a society event full of people who already know each other can be enough to turn a potential new member away, even from a sport they played previously. Having this system in place would

encourage those having second thoughts about putting themselves out there a support in place to encourage them to get more immersed in college life. Members of societies could also be involved in this process, liaising with the JCR. This would also help bridge the gap between trinity halls residents and the rest of the college, helping residents make friends and become involved in college life outside of halls.

- I would like to encourage halls residents to submit their own pictures from events to be showcased on the JCR Instagram alongside pictures taken by myself. This would provide unique perspectives to JCR events, hopefully increasing participation.
- I would like to provide a google form, polls or question box for residents to fill out about various issues or plans for events so that this information can be relayed back to the JCR at weekly meetings. Residents are perhaps more likely to engage with feedback if given the choice between two options or asked to answer a question as opposed to deciding to randomly get in contact or speak up. This could involve choices between preferred themes or dates for events or general ideas from residents as to what they would like to see in the future. This would once again hopefully increase participation, generate hype in advance of events and ensure that every individual is catered for with inclusive events.
- Money is an ever present issue amongst students that we are all aware of. Alongside approaching companies for sponsorship and discounts I would like to alert students of discounts that already exist that they may not be aware of. Saving 10% here and there can contribute massively to saving money in college. This information could be presented regularly over infographics on the JCR social media. Providing information over the JCR Instagram aside from events would hopefully increase engagement. These posts could include advice such as the aforementioned discounts but also other tips from those who've been through first year already.