



Iain Wedge – Communications Coordinator

[Why are you applying for the Alumni Association Executive? \(150 words\)](#)

I have been extremely invested and involved in EYPUK since my first session over 2 years ago. Over this time I have fallen in love with this organisation and the opportunities it has to offer. Therefore I am applying for the Alumni Association Executive as I want to do more for EYPUK. I want to help EYPUK improve and grow allowing its members to undertake as many opportunities as possible. Communications is not only important to how our alumni see us but also how the rest of the organisation and world views EYPUK. I feel it is important to try establish a wider network within schools, to help grow our organisation from the bottom up. Through effective and clear communications, but also with more personal bonds to each school to use this to help our regional fora be more effective, especially in areas with falling participation.



What would your aims and priorities be in this role? How would you pursue them? (250 words)

I would like to set out 3 main aims that I will strive to achieve;

1, Increase social media presence, to further engage with current and existing alumni and to help promote EYPUK;

- Greater encourage the participation in EYPUK Abroad to try and encourage alumni to participate internationally,
- Look into creating regular content/updates about the general state of the network,
- Consider expanding into other platforms such as YouTube or Vimeo,
- Increase activity on both the Blog and Website,
- look into creating general content for our platforms focusing on what we are doing and current affairs,

2, Promote a stronger bond with schools, to try and foster participation and continued involvement within the organisation;

- Create user friendly documentation to be handed onto teachers to make it simpler to understand who we are and what we do,
- Assist in approaching of schools through both Eurvoice and Regional Fora to encourage participation,

3, Promote accessibility to support new alumni;

- Look into adopting an active forum to help engage alumni but also to allow alumni easier access to contact the exec and other active alumni,
- Collate documents (such as chairing assists and information for alumni to pass to schools, out with the regional push) and make them easier to access,
- Look to further the idea of online training modules from the recent Alumni Training Weekend,
- Continue and improve how we recommend sessions abroad to encourage alumni to participate in sessions both at home and abroad,



What skills and experience (within or without EYP) do you have that will help you in this role?
How will you use these skills for the benefit of EYPUK? (250 words)

The role of communications coordinator will at its foremost be one of managing multiple projects at once, this is something I have been working on for some time in my experience as a Media team member (MTM) creating multiple projects simultaneously with little time and strict deadlines to produce content successfully. Within this role I also developed my ability to work with other groups, which I experienced in my last session as I worked with chairs to help produce infographics and videos with them before the session.

It also requires teamwork with the other Coordinator and members of the exec, something that I have achieved when I Head Organised the East Scotland Regional forum along with my co-HO. Where we worked to each other's strengths and covered each other's weaknesses to create a successful event.

As for running a social platform I have experience of this when I ran the community side of a small organisation covering their social media platforms handling both business, social content and enquires in that time.

Using the skills I have picked up within qualifications in graphic communication, I feel I will be able to produce quality content to be used in either a promotional or in house context.

The combination of these skills and experiences both mentioned and not will help me not only create high quality content but also to deliver it a professional manor.

Anything else you'd like to add?

I have now been within this organisation for over 2 years and I would, as I mentioned earlier, like to begin to give back to this organisation. But I also see this as an opportunity to test and develop myself, to work on improving my skills. I also feel that my approachability will play a key role in this position as being a point of contact it is important to be able to make not only a good but a lasting impression on people and to be able to help in the best way possible.

I also already have a trial set up for one of my aims already in the works as it is something that I feel is important regardless if I was to be elected or not.

I want to help make this role more active so I would also encourage any and all if they were to have any questions to not hesitate to speak to myself and I'd be happy to help, and I am most defiantly always open to suggestions. I can be reached directly at iainwedge@hotmail.co.uk