



Jessie Grace Campbell – Communications Coordinator

Why are you applying for the Alumni Association Executive? (150 words)

Over the past 2 years, I have consistently found EYPUK to be an empowering and encouraging community. My experiences as both a delegate and official have had a major impact on my self-development - academically, teaching me more about the world around us, and personally, improving my confidence, resilience and open-mindedness. Therefore, I hold this organisation very close to my heart and I'm eager to be a part of its future. With an active interest in media and journalism, I'm ready embrace the challenge and try something new!

As a network of young people, communication is at the core of EYP. For this reason, I would like to build upon the work of previous Communications Coordinators, using media and creativity to encourage active citizenship and political engagement. I would love to share this experience with another Communications Coordinator, working collaboratively to promote the dynamic and enriching experience that EYPUK has to offer!

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

This year we find ourselves in a particularly unique circumstance, and as this looks to continue, I would focus on building on events like EurVoice Live and the Online Training Weekend to create more interactive and accessible events throughout the year. This could be achieved by collaborating with other members of the Executive to organise and promote such events.

I would also aim to build upon our existing social media presence to create a network of support and inspiration. This would include more regular and consistent social media posts, utilising interactive tools such as polls and throwbacks to previous sessions to increase engagement from Alumni. Furthermore, I would look to amplify the voices of our Alumni through expanding projects such as 'EYP Abroad' through interviews with individuals. This would celebrate the successes of EYPUK Alumni and encourage further international involvement. In addition, I would ensure there were regular updates on the work of both the Board of Trustees and the Alumni Executive on both social media platforms and the EYPUK website. This increased transparency and output would create an empowering and productive environment for Alumni and uphold the professional image of EYPUK.

Another priority in this role would be to increase uptake at Regional Fora by increasing accessibility for schools, particularly in areas of falling participation. By working with Regional Forum Coordinators and Head Organisers, I would create new resources such as videos and infographics to aid in outreach. This - coupled with increased and consistent output on social media and the EYPUK website - would further promote EYP to new schools.



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)

I believe one of the key skills for the Communications team is the ability to work effectively with others. My own experience as a Head Organiser of a regional session taught me the importance of cooperating with others openly and dynamically in order to create the best possible results. In addition, my role of Head Girl in my final year of school saw me take on roles of leadership and responsibility, finding ways to work both individually and collaboratively on projects and presentations. I believe these interpersonal skills would prove vital in upholding both internal and external communications effectively.

Through Chairing at Autumn Nationals, I have had the opportunity to refine my time management and organisational skills. I pride myself on being organised and reliable, so you can be sure I will always be prepared to lend a hand! Being a naturally driven and ambitious person, I enjoy being constantly kept on my feet with new challenges and opportunities. I would carry this same spirit and enthusiasm onto the Communications team.

Through student journalism, I have worked collaboratively and independently to create Newsletters and Yearbooks, which have relied on journalistic and media based skills, including using graphic design software. This practical experience would undoubtedly be useful in this role. Above all, I am eager and enthusiastic to learn and work with others. As someone who has benefitted greatly from all EYP has to offer, I would strive to promote and support the organisation in whatever ways I can!

Anything else you'd like to add?

Thank you for taking the time to read my manifesto and for considering me for the role of Communications Coordinator! A further thank you must go to the outgoing Executive for all the work they have done over the past year.

I am so grateful for all the opportunities and friendships that EYP has given me, and whatever the outcome of the election, I look forward to continuing to being a part of this organisation. Best of luck to everyone running!