



Abi Foskett - Communications Coordinator

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

Due to current circumstances, it's vital to keep EYPUK members engaged in the organisation despite a lack of physical sessions. The Communications Coordinator role is vital to highlight events occurring in EYP and display how EYPUK is adapting. I hope I can play a key role in the changes EYPUK is facing and put in place some creative and fun ideas to inform and unite our members.

Mostly this is a role I'm passionate about, I really enjoy management of social media and digital projects and it's something I would love to take responsibility for in EYPUK. I want the future exec to be as useful and approachable as the previous year has been, and I believe I am a friendly face people can approach with both ideas and issues about the future year to keep advancing EYPUK.

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

- Cohesiveness across Regional Sessions – I would aim to increase the cohesiveness and professionalism across the Regionals by creating an email template for HO's that can be used to contact guests and schools. I would also like to create an informative video about partaking in EYP events that HO's can use to invite new schools to our sessions, helping to increase the number of schools participating.
- Constant media output on social media – Increasing our current media output, I want to regularly post a variety of projects and including member challenges, EYP abroad projects, what returning schools are achieving and our EYPUK members achievements. By communicating with our members more and dedicating time to updating our social media I aim to increase members interaction with the EYP platforms and will help elevate events such as EurVoice Live which is dependent on our social media engagement.
- Exploring new social media platforms – continuing to build EYPUK's social media presence will also increase our engagement, expanding to new platforms such as TikTok have proved popular in other NC's and sessions and is something I would like to incorporate into EYPUK.
- Regular Website updates and EYPUK Newsletter - This will be an effective way of contacting and updating everyone about changes as EYP adapts and help interact with our members that are not as active with social media. Sessions to apply to, top tips and current news about EYPUK could be used and is a useful method of informing all our members about EYP.



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)

Within EYP

- Journalist at a UK Regional Session
- Attended multiple UK training weekends taking modules on media roles and the Communications Coordinator role
- Co-HO at a West Scotland regional with the responsibility of EYPUK's social media
- An information and design organiser at Azerbaijan's first digital session, responsible for the multiple media platforms and producing design content for the digital session. Also introducing new social media platforms such as TikTok to Azerbaijan's NC to increase their social media interaction with delegates and spread awareness of EYP.

Outside EYP

- Over a year working for a family run company that provides online training courses to businesses, managing all social media and facilitating the organisation and management of most online tasks. I was also responsible for creating content and online advertising of online events.
- Studied Administration for 2 years in school allowing me to efficiently use multiple digital platforms to complete a variety of online tasks with ease
- Highly active on all my own social medias where I engage with my followers

All these skills are easily transferable and adaptable to creating content and completing tasks necessary for the Communications Coordinator.

Anything else you'd like to add?

I cannot wait to further explain my aims for the role during hustlings, but feel free to message me if you have any questions. I love you all xx