



Ellen Knight – Communications Coordinator

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

EYP is such a huge part of my life and is the reason that I got into media. This has swiftly become something I'm very passionate about and is now a potential career path for me.

EYP has given me so much confidence in myself and taught me so many useful skills – public speaking being the clear one but teamwork and cooperation to build an event is another.

I, cliché as it is, want to give back to EYP and give more young people the opportunity to learn more about our world, travel and appreciate different cultures, and explore new roles and responsibilities.

Being part of the Exec would give me the opportunity to utilise and further develop my skills to make a change and actually feel like I am contributing to the future of EYPUK and the people it involves.

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

- **Consistent media output.** This involves more than just announcements but also projects and pictures. We could have more photos of the events we've put on and start to showcase what our alumni get up to across Europe.
- **Newsletters / Utilising Email** – We can inform our members about events and things that are going on. Provide tips. Get members with more experience to write short pieces about their time.
- **Blog** – Linking to my above point, I would love to get a blog set up of some kind on the new (and wonderful) website that has been put together. This will help to inform new alumni about the opportunities that await them and why they should take them up!
- **Projects** – With my experience creating posters and videos for college events, as well as various projects within EYP, I would focus on coming up with more innovative projects spaced out throughout the year to engage our members. My ideas include: an EYPers Abroad Video (pictures and interviews), What Makes a Session (behind the scenes with the HOs), or a Wrapped-Up Video (Compilation of Videos and Pictures from the year from our events and the events our members have taken part in).
- **Utilising Social Media** – We need to put more focus into our social media. As I've said, consistent output is key to further engagement. Using platforms such as Twitter and TikTok, we can engage the wider community more effectively.



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** (UK and Netherlands Regionals, Europolis II, UK Autumn Nats)
- **Co-HO** of the best attended Yorkshire and Humberside Regional in years
- Attended December ATW
- **Editor and Trainer** of EYPUK Online Members' Training Weekend

Outside EYP

- **Publicity Officer for Durham Theology Society**
- **Head of Branding for Grey College Charity Fashion Show 2020** – This was a project that spanned about 4/5 months and involved designing the logo, creating sponsorship packs (to send to big companies), editing and taking photos of models, compiling Instagram promos for auctions, advertising brands, etc., creating consistent media output throughout, and filming and editing together a funny video to introduce the show's compères.
- **Grey College Publicity Officer** – This involves much of the same as listed above. Spending the year designing posters, leaflets, and booklets to promote all college events and to give to offer holders and potential applicants to the college.
- **Campaign Video** – put together a campaign video for one of the three candidates for President of Grey College (she was elected).
- **Photography** – amateur photographer but also photographed events for college and for Theology Society (and of course EYP).
- **Videography, Photoshop, Illustrator, After Effects skills** – again, all developed as part of the jobs and responsibilities listed above.
- **Teamwork** – as part of various university execs, I'm used to working together as part of a team to organise events and publicise them in an engaging and fun way.

Anything else you'd like to add?

I love EYP and I love all of you wonderful people. I really hope you think that I would be a great candidate for the role, and I can't wait to hear and answer all of your questions!