

Philly Holmes



For Communications & Marketing

Heya! I'm Philly Holmes, a final-year music student originally from Mullingar. With your help, I'd love to be TCDSU's next Communications and Marketing Officer. I promise to work hard on your behalf to create a more accessible, sustainable, and digitally visible Students' Union. #PHILLY4COMMS



EXPERIENCE

I'm an active contributor and committee member to a number of societies across campus, including TFM, Ents, and DUDJ, and a composer of music for theatre, on and off campus. I also have lots of experience in marketing and communications, working with on-campus groups and also interning for a multinational. I'd love to use my skills to give back.

Communications Intern for a multinational

- Designed video, audio, and digital sales campaigns.
- Worked as a presenter and videographer on video campaigns.
- Used marketing and design skills to create an enduring and memorable team brand.

PRO of DUDJ

Social media manager and designer of all publicity materials. During my term, DUDJ has

- Tripled its Instagram following.
- Become more diverse.
- Gone entirely paper-free.

Station Manager of Trinity FM

Responsible for programming over 45 hours of weekly radio content, managing technical operations, and leading a team of content editors. Since joining TFM, I have worked to:

- Allocate airtime to diverse, cross-campus voices.
- Provide a fun and friendly environment where students can try their hand at broadcasting.

Technical Officer of Trinity Ents

Mainly responsible for wrangling equipment and ensuring on-campus events run smoothly. I've also:

- Designed posters for sell-out events.
- Served as photographer, snapping some of the best (and messiest) moments from Ents events.



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MY MANIFESTO!



If you elect me as **Communications and Marketing Officer**, I'll work for the following:

REVITALISED SU

Improve digital visibility

- Renew social media strategy, providing a platform for diverse student voices and highlighting the SU's activities.
- Engage on and off campus students for better inclusivity, including satellite campuses.
- Restructure weekly emails for a more accessible student-first focus, highlighting support services such as Nightline and S2S, and of course weekly deals and the SU café.
- Harness the digital billboards across campus for an improved digital presence from the SU.
- An add-on that integrates with your calendar to show upcoming SU events and weeks (just like the time-table add-on!)
- An SU messenger chatbot that will answer simple questions students have and direct them to the right people and services.

Updated Website

- Work with welfare and education officers to develop a services portal where students can find information on health services, SU handbooks, info packs and more, all in one place!
- Update the job portal to ensure that job hunters get as much help and support as possible.

Rebrand SU Weeks

- Work closely with the welfare officer to revitalise SU weeks.
- Highlight the behind-the-scenes work of the SU for improved transparency.
- Promote the diversity of SU events.
- Demonstrate that the SU offers something for everyone.

More upskilling opportunities

- Reintroduce SU-facilitated training, such as barista and cash-handling training at affordable prices, and workshops for software such as Photoshop, Illustrator, and Premiere.

SUSTAINABLE SU

Reduce Waste

- Examine how the SU handles printing and production of materials in order to reduce waste and save money, from surplus UT papers to extra SU diaries.
- Work with printers to ensure printing is done on carbon-neutral, recyclable paper.

Sustainability tips

- Introduce a sustainability section to weekly SU email providing realistic, student-focused advice.
- Encourage students to make small but impactful changes that benefit the environment.

ACCESSIBLE SU

Accessible Email

- Make the weekly SU email more accessible by
- Using accessible-friendly text and imagery throughout the email.
 - Providing weekly audio version of the email in English and Irish, making it easier for everyone to stay up to date.

Descriptive Text & Subtitles

- Using accessible text and imagery in the email and all SU social media.
- Providing subtitles on all video materials produced by the SU.

Handbooks

I want to work alongside the incoming part-time officers to develop TCDSU accessibility and LGBT+ handbooks.



SPONSORSHIP

Student First

Find sponsorships and weekly offers that provide benefits and resources to students.

Transparent

Update the publicly available sponsorship handbook (released by the SU in 2016), so that both students and businesses are aware of what the SU offers to potential sponsors.

Collaborative

- Explore new and innovative sponsorship opportunities.
- Collaborate closely with Ents and UT to offer more sponsorship variety to businesses and, by extension, provide more for students.

Philly Holmes



Oifigeach Cumarsáide agus Margaíochta

Haighe! Is mise Philly Holmes, mac léinn ceoil i mbliain a ceathair, agus is as don Mhuileann gCearr ó dhúchas mé. Le do chuid cabhrach, ba bhreá liom a bheith i mar Oifigeach Cumarsáide agus Margaíochta AML na bliana seo chugainn. Geallaim go n-oibreoidh mé ar do shon, ó dhubh go dubh, chun Aontas Mac Léinn níos rochtanaí, níos inathnuaite, agus níos feiceálaí go digiteach, a chruthú duitse.

#PHILLY4COMMS

Tathí

Is rannpháirtí láithreach agus ball coiste mé i measc iliomad cumainn ar fud an champais, TFM, Ents agus DUDJ ina measc, agus is cumadóir ceoil téatar mé, alistigh agus lasmuigh den champas. Chomh maith leis sin, tá neart tathí agam i margaíocht agus cumarsáid, ag obair le grúpaí ar champas agus ar intéirneacht le comhlacht ilnáisiúnta. Ba bhreá liom mo scileanna a úsáid chun an comhar a íoc leis an bpobal.

Inteirn Cumarsáide ar son Comhlachta Innáisiúnta

- Dhearr mé físeanna, fuaim, agus feachtais digiteacha.
- D'oibrigh mé mar láithreoir agus físgrafadóir ar fheachtais físe
- D'úsáid mé scileanna margaíochta agus dearradh chun branda foirne fadálach agus speisialta a chruthú.

Oifigeach Caidrimh Phoiblí - DUDJ

Bainisteoir na meán shóisialta agus dearrthóir na hábhair poiblíochta uilig. Le linn mo théarma, tá DUDJ tar éis na rudaí a leanas a bhaint amach:

- Leantóirí Instagram méadaithe faoi thrí.
- Cur le hilchineálacht.
- Páipéir a dhíbirt go hiomlán.



Bainisteoir Stáisiúin Trinity FM

I bhfeighil ar ábhar raidió seachtainiúil (os cionn 45 uair a chloig) a ríomhchlárú, ag déileáil le cúrsaí teicniceolaíochta, agus ag treorú foireann de eagarthóirí ábhair. Ó theacht isteach go Trinity FM, tá mé tar éis obair a dhéanamh chun:

- Guthanna ilchineálacha, tras-champas a chur chun tosaigh ó thaobh amhraoltóireachta de.
- Atmaisféir spraoiúil agus cairdiúil a chruthú inar féidir le mic léinn triail a bhaint as craoltóireacht.

Oifigeach Teicneolaíochta ar son Siamsaíochta AML

Freagrach as ucht trealamh a iompar agus ag déanamh cinnte go ritheann imeachtaí ar champas mar is ceart. Chomh maith leis sin:

- Dhearr mé póstaer d'imeachtaí a díoladh amach.
- Bhí mé mar ghriangrafadóir, ag taifead na bomaití is fearr (agus trí chéile) ó imeachtaí Ents.



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FORÓGRA!

Má thoghann tú mé mar Oifigeach Cumarsáide agus Margaíochta, déanfaidh mé na rudaí seo a leanas:

AML ATHBHEOITE

Cur le Feiceálacht Digiteach

- Athnuaigh stratéis meán shóisialta, ag cur guthanna mac léinn ilchineálacha chun tosaigh agus ag cur solais ar imeachtaí an AML.
- Meall mic léinn lastigh agus lasmuigh den champas le cur le cuimsiú agus campais satailít chomh maith.
- Déan athstruchtúr ar an ríomhphost seachtainiúil chun díriú ar mhic léinn go rochtanach, agus ag cur solais ar seirbhísí tacaíochta ar nós Nightline agus S2S, agus dár ndóigh na margaidh seachtaine agus café an AML.
- Úsáid na fógraí digiteacha ar fud an champais chun fógraíocht an AML a chur chun cinn.
- Dearn gléas nua a théann le d'fhéilire chun imeachtaí agus seachtainí AML a thaispeáint (ar nós an gléas a chuireann do amchlár le d'fhéilire!)
- Botachomhrá AML a chruthú a fhreagróidh ceisteanna bunúsacha ó mhic léinn agus iad a threorú go na seirbhísí agus na daoine féiliúnacha.

Uasdátú ar an Suíomh

- Ag obair leis na hOifigigh Leasa agus Oideachais chun portal seirbhísí a chruthú le comhairle agus eolas a thabhairt ar sheirbhísí mac léinn srl!
- Uasdátú ar an Jobs Portal chun neart eolais a thabhairt dóibh siúd ag lorg poist.

Athdhearr Seachtainí AML

- Comh-oibrigh leis an Oifigeach Leasa chun spionn nua a chur le seachtainí AML.
- Cur solas ar an obair a dhéanann an AML nach féidir a fheiceáil de ghnáth, chun feiceálacht a fheabhsú.
- Cur an éagsúlacht in imeachtaí AML chun cinn.
- Taispeáin go bhfuil rud le tabhairt ag an AML do gach duine.



Cur le Deiseanna Oiliúna

- Athbhunaigh oiliúint eagraithe ag an AML, m.sh. traenáil barista agus traenáil láimhseáil airgid ag praghasanna réasúnta, chomh maith le ceardlainn bogearraí ar nós Photoshop, Illustrator, agus Premiere.

AML INATHNUAITE

Laghdú dramhaíle

- Imscrúdaigh an chúil ina láimhseálann an AML priondail agus foilsiú ábhair chun dramaíl a laghdú agus airgead a shábháil, ó páipéirí UT breise go dialainn AML sa bhreis.
- Oibrigh le printéirí le cinntiú go ndéantar priondail ar pháipéar carbón-neodrach, inathchúrsála.

Moltaí Inathnuachan

- Cur sliocht faoi ábhair inathnuaithe i ngach r-phost seachtainiúil, ag tabhairt comhairle réasúnta agus réalaíoch, do mhic léinn.
- Mic léinn a spreagadh chun athraithe beaga, ach suntasacha, a dhéanamh, a chabhraíonn leis an timpeallacht.

AML INROCHTANA

R-phost Inrochtana

An r-phost seachtainiúil AML a dhéanamh níos inrochtanaí trí:

- Téacs agus íomhanna inrochtanacha a úsáid.
- Leagan fuaime a chur leis an ríomhphost as Gaeilge agus as Béarla, ionas go mbeidh níos éascaí do gach duine a bheith ar an eolas.

Téacs cur síos/Fo-theidil

- Téacs agus íomhanna inrochtanacha a úsáid sa r-phost agus i ngach gné dos na meáin AML.
- Ag cur fo-theidil le gach fíis a dhéanann an AML.

Lámhleabhair

Teastaíonn uaim obair in éineacht leis na oifigigh páirt-aimseartha nua chun feabhas a chur ar inrochtanas agus lámhleabhair LADT+.



URRAÍOCHT

Mic léinn chun tosaigh

Cinntigh go gcuireann urraíochtaí béim ar mhic léinn agus margaidh a thabhairt do mhic léinn le rudaí maithe agus achmhainní a fháil.

Feiceálacht

Déan uasdátú ar an lámhleabhar urraíochta poiblí (a d'fholsigh an AML i 2016), ionas gur féidir le mic léinn agus gnólachtaí fios a bheith acu faoi céard a thugann an AML go urraithe féideartha.

Comhoibriú

- Breathnaigh le haghaidh deiseanna urraíochta nua agus nuálacha.
- Comhoibrigh le Ents agus UT chun tuilleadh éagsúlacht urraíochta a thabhairt do ghnólachtaí agus, anuas ar sin, tuilleadh a chur ar fáil do mhic léinn.