

Fighting for students' rights since 1982

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THE EUROPEAN STUDENTS' UNION IS HIRING A NEW COMMUNICATION MANAGER

The application deadline is 12/01/23 (23:59 CET)

This exercise is intended to allow you to demonstrate your designing and conceptualisation skills, attention to detail and understanding of house style. In conjunction with your application form, they will be used to select candidates for interviews.

Exercise Description

Assume that a body with influence over higher education policies decided to implement a policy limiting the role of students in all decision-making processes at the European and national level due to some false and irrational concerns. Given the gravity of the situation, the European Students' Union should act quickly to protect the students' right to be heard.

One of the concepts is a campaign emphasising the importance of student participation at European and national level. How would you plan that campaign, given that instead of meetings with decision-makers and written statements, there is a need to emphasise that this issue occurred and that our target groups should be aware of it?

To prepare the campaign proposal, concentrate on the following:

- What is the most important aspect of the campaign, and what message should be communicated through the campaign?
- How would you design the campaign to incorporate the previously mentioned dimensions?
- Who could you work and collaborate with?
- Given the organisation's online activity, how do you expect the ESU's political representatives to respond to this issue?
- How would you promote it? What are the best channels for it? How should the task division be presented for all groups involved in the campaign planning to communicate effectively?
- Which tool could you use to assess the effectiveness of the online campaign? And what platforms would you use to create content, both in terms of writing and designing?
- Consider that you have a limited budget for the campaign. What elements should this amount cover in order for it to be visible?

If you want, you can also prepare example visuals or additional materials to promote the campaign's main message. These materials can be added to your portfolio alongside other previously prepared content while working or volunteering for various entities.

Deadline: January 12th, 23:59 CET - results should be sent to jobs@esu-online.org with the rest of the documents composing your application package.

The European Students' Union (ESU) is the umbrella organisation of 45 National Unions of Students (NUS) from 40 countries. The aim of ESU is to represent and promote the interests of students at the European level towards all relevant bodies and in particular the European Union, Bologna Follow Up Group, Council of Europe and UNESCO.