



Vacancy overview

# COMMUNICATION CLUSTER

**In the following document several functions and tasks within the communication cluster are described.**

The communication cluster is a group of people that work together to communicate the brand and vision of IGNITE through various mediums to different parties. These include: Press and media, website, social media and promotional materials and all other kinds of visuals. In addition the cluster also aids the process of the project groups by providing several workshops about storytelling. Main skills to learn are graphic design, writing, planning and strategy. The cluster supports each other in tasks and the weekly meeting offers a moment to give and receive feedback on each others work. Creativity is stimulated as the members share ideas.

# COMMUNICATION MANAGER

As Communication Manager, you will be responsible for all external communications, both online and offline, where the brand, efforts, and announcements of Team IGNITE are presented to the outer world. You want to make sure that you leave external parties with a positive impression of Team IGNITE. Developing marketing strategies and creating content are important responsibilities of a Communication Manager at Team IGNITE. You are the chair of the communication team, so you prepare and lead the communication meetings, distribute incoming responsibilities, track the communication cluster's progress, and communicate this to the management team.

Team IGNITE has strong branding and as the Communication manager, you can create new things daily. Having an eye for detail, planning, and being able to accurately and engagingly convey the message of Team IGNITE through cool pictures, videos, posters, and events is something that should give you energy!

## When?

Full-time or part-time  
Between September 2024 – June 2025

## Skills to learn or further develop?



*creativity*



*communication*



*strategic thinking*



*eye for aesthetics*

# SPOKESPERSON

As a Spokesperson, you will be responsible for the communication of information face-to-face to the outer world, beyond the team. You are the face of the team to the public and should get energy and natural enthusiasm when telling others about Team IGNITE. You are not only responsible for conveying the messages, but also for the development of the key messages. (media) Interviews, recruitment events, and presenting the team both formally and informally should be expected.

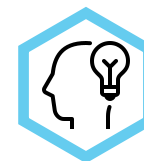
## When?

Part-time

Between now – June 2024

or September 2024 – June 2025

## Skills to learn or further develop?



*creativity*



*communication*



*pitching & public speaking*



*enthusiasm*

# GRAPHIC DESIGNER

As Graphic Designer, you will be responsible for creating visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. You develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports, and have a special responsibility in the creation and enhancement of Team IGNITE's style guide, both externally and within the team. You have an eye for detail and aesthetics and can think out-of-the-box to wow the audience with IGNITE's unique style and care for this.

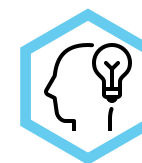
## When?

Part-time

Between now – June 2024

or September 2024 – June 2025

## Skills to learn or further develop?



*creativity*



*Adobe Creative Cloud software*



*attention to detail*



*eye for aesthetics*

# SOCIAL MEDIA MANAGER

As Social Media Manager, you will be responsible for developing strategies to increase followers, creating and overseeing social campaigns, producing content, reviewing analytics, and actively communicating online with the audience. Tasks include analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns to build community online. Aesthetically pleasing feeds should spark your energy! Also, capturing the team's efforts in photography or videography for content creation, or outsourcing the required skills to do so is important. On-the-spot content creation when spotting opportunities to connect with the online audience is combined with strategic and structured planning using posting tools.

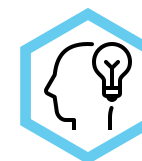
## When?

Part-time

Between now – June 2024

or September 2024 – June 2025

## Skills to learn or further develop?



*creativity*



*branding*



*photography &  
videography*



*eye for aesthetics*

# ALL-ROUND DESIGNER

As All-around Designer, you will be responsible for keeping the website up to date, creating newsletters, designing and arranging the team clothing, contacting photographers & videographers, and any other tasks that don't fall within the above-described functions. You work closely with the other functions described to make sure everything can be arranged well. For example, you work with the business team to know which partners need to be on the team clothing. You are working on many different tasks, and you are up-to-date on the different parts of the team. You are able to work with lots of different people in the team. But also get in touch with other creatives like photographers, videographers, and people with experience in the field of communication.

## When?

Part-time

Between September 2024 – June 2025

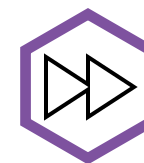
## Skills to learn or further develop?



*creativity*



*communication*



*daring to take initiative*



*flexibility*