



# GLASGOW UNIVERSITY UNION



## ELECTION OF OFFICE BEARERS AND BOARD OF MANAGEMENT 2022/23/24

### MANIFESTO FORM

For the position of: Convener of Communications

Candidate: Sharath Nambiar

Proposer: Amy Mckenzie Smith

Seconder: Yasmin Baker-Marshall

The space below is provided to allow candidates to explain their reasons for offering themselves for their respective positions and to list such qualifications and experience which are relevant to these posts in not more than 200 words.

---

Having been on the Board of Management for the past two months I know how the Union works so I will be able to take on this new role and create a niche for Communications just like each of the other four committees have over the past 100 or so years. The GUU has helped me grow so much, through Freshers Helping, attending international debate competitions, painting for Daft Friday, and more. I want to highlight this and make the union more of a staple for the entire UofG community.

I will:

- Create long-term PR & Marketing strategies and annual goals for outreach to untapped student markets.
- Create a committee with budding videographers and graphic designers to revamp Union messaging, the website, and streamline the Union's online presence.
- Diversify social media engagement by using Facebook, Instagram, Instagram Reels, and TikTok to our advantage and make the Board of Management more approachable to membership.
- Have more systematic plans in place for every flagship GUU event to create sustainable hype.