

# Volunteer Marketing role description

## The Role

Reporting into The Senior Program Coordinator, you will be responsible for the overall promotion of the 2021 Trinity Bradfield Prize on a voluntary unpaid basis, which includes:

- Marketing planning
- Marketing execution
- Measurement of marketing effectiveness

## Required Skills

- Structured, and methodical with attention for detail.
- A self-starter who is able to work independently of day-to-day instruction.
- Experience with on and offline marketing including updating websites, social media, video content, flyers & posters
- Analytical, including reporting, interpreting and adjusting activity based on data
- Design skills to create necessary marketing materials
- A positive ambassador for the competition, Trinity College and The Bradfield Centre

## Required Experience

- Experience with website development & social media posting and management
- Experience with creative tools to produce promotional materials
- Nice to have: experience with video planning & production
- Experience with Google Analytics and social media analytics
- An interest in start-ups, tech & entrepreneurship

## Expected Commitment

- The opportunity is offered on an unpaid volunteer basis
- No more than 8 hours a week, with spikes expected during the preparation for the launch of the 2021 prize, and in the run in to the prize giving event.
- Required from mid-May 2021 – October 2021
- The role can be performed remotely, although spending time at The Bradfield Centre would be beneficial, subject to Government COVID guidance.
- Be available to attend relevant University society events to promote the prize, including evenings.

## Benefits

- Involvement in a high-profile entrepreneurial competition backed by Trinity College & The Bradfield Centre
- Hands on experience with a startup competition and The Bradfield Centre, a valuable foundation for anyone aspiring to work in and around startups in the future.
- Experience in planning, delivery and marketing the competition
- Experience in meeting, analyzing, and filtering early-stage teams & technology ideas
- Increase your personal network across the Cambridge Tech Ecosystem
- Complementary access to The Bradfield Centre for the duration of the competition

## The Trinity Bradfield Prize

Established in 2018, The Trinity Bradfield Prize is the flagship student engagement program of The Bradfield Centre, delivered in partnership with Trinity College Cambridge.

The competition is simple – discover & nurture early-stage technology projects coming out of The University of Cambridge. The applications to the Prize are typically:

- Technology-driven
- At the concept/prototype stage
- Leverage academic work
- Require support on business development

The winning team receive:

- £10,000 in equity-free funding provided by the college
- Free membership and access to The Bradfield Centre community, the £20m deep tech hub on Cambridge Science Park
- A program of mentoring from various experts across the Cambridge ecosystem and Trinity alumni

Expected Timing of 2021 Prize

- Launch Late May
- Marketing Phase June – mid September
- Longlisting by end of September
- Short listing early October
- Final & prize giving event – late October
- Mentoring – November > January

The Prize has run in 2018 & 2019, attracting 164 teams to apply with £35k of prize money being awarded. Following a break in 2020, we are now re-launching the competition for 2021 and have already signed up a number of impressive partners to support the 2021 prize including Judge Business School, Cambridge Enterprise & Cambridge Future Tech.