

# Conor Brennan Batory for Communications and Marketing



## Who am I?

Hello! My name is Conor, and I'm a first year BESS student. Although my parents are Irish, I was born and raised in the UAE. I'm applying to be next year's Communications and Marketing Officer because I'm passionate about photography, I aspire to pursue a career in marketing/communications, and I would love to be able to contribute to the halls community that welcomed me when I moved halfway across the world in September.

## My Experience

### Photography

Ever since I begged my parents for my first camera at the age of 11, I have been addicted to taking photos everywhere I go. No friend, family member, landscape or skyline was safe from my lens. Before clearing it out, my camera roll boasted 31,000 photos. I jump at every opportunity to take my camera out – be it taking family portraits or photographing school events – for the past 8 years I have made it my job to document every single moment. I am excited to bring this passion to the role of Communications and Marketing Officer, documenting halls life for everyone to see.

### Creative Co-ordinator

For the last two years of secondary school, I had the privilege of being my school's 'Creative Co-ordinator'. I was responsible for managing and promoting all things arts-related, such as school productions, concerts, exhibitions and workshops. On top of this, it was my job to photograph school events and lend my creative touch to designing graphics and posters when called upon by fellow members of the student leadership team or teachers. I thrived in this role and enjoyed working with people from across the school community.

### Founding + Running a Global Philanthropic Project

From 2021 until 2023, I led a charity project that aimed to address period poverty and reduce gender inequality in Less Economically Developed Countries (LEDCs). A significant aspect of my role was running the marketing and public relations strategies of the project. This included a sponsorship engagement program that sought to form partnerships with leading companies. As a result, Emirates Airline, dnata, Clyde and Co, Jumeirah Hotel Group, and Parrogate Group all came on board to provide support. Through these partnerships and a crowdfunding campaign which I also ran, I managed to raise a sum of 11,250 euros to support the project's endeavours. Additionally, I took on the responsibility of meticulously documenting the project's progression and compiling a comprehensive video of our trip to Zambia to showcase our efforts and impact. I hope to bring this experience of reaching out to and working with large companies to the role of Communications and Marketing Officer to find sponsors for the JCR and discounts for halls residents.

## Summer 2024 Internship

This summer I will be undertaking an internship at an Abu Dhabi based oil and gas company, working in their Corporate Communications department. My responsibilities will include supporting the team on internal communications, stakeholder engagement, crisis and emergency management, and media relations. I am excited for this opportunity and the skills that I will learn from it – particularly in the area of social media management – and hope to have the opportunity to apply them to the role of Communications and Marketing Officer next year.

## Peer Mentoring

In my final two years of secondary school, I was chosen through an application process to be a peer mentor. I went through a rigorous training program that equipped me with the resources to support younger students who could come to me with any issues they were facing. This role allowed me to develop empathy, active listening skills, and the ability to provide guidance and encouragement to my peers. I believe this is a skill I could utilise as JCR officer to help new students transition into both university and halls life. I aim to foster a sense of belonging and community amongst incoming students, ensuring they feel supported as they embark on their university journey.

## My Plans

### JCR Social Media

I am committed to continuing to engage with residents through the JCR Instagram account. I aim to establish it as the primary point of contact for halls-related inquiries. Additionally, I intend to broaden our social media presence by introducing the JCR to TikTok. Considering its popularity amongst people our age, and its suitability for sharing video content, this would be great as a means of communication. One example of such video content I would produce and post on the JCR TikTok account would be videos tailored to new residents, covering topics such as move-in and move-out processes, house tours, area overviews, halls tutorials (e.g. using the printer), and introductions to JCR members. These videos aim to facilitate a smoother transition into halls life for new students, addressing a gap in content I personally experienced before moving in. Many new students, including myself, struggled to find information online about halls, and I am eager to fill this gap to benefit future residents.

### Monthly Emails/Newsletter

Inspired by Aiesha Wong, this year's TCDSU Communications and Marketing Officer, I'm eager to launch a monthly email or newsletter specifically tailored to halls residents. It's essential to keep everyone in the loop, especially considering that not all halls residents use social media. Even for those who do follow our Instagram account, there's no guarantee they'll see every post due to the way the algorithm works. These emails would be a fantastic way to ensure everyone stays informed about what's happening. I envision including a calendar of events, news (perhaps a digital issue of the Halls Herald), and discounts available to halls residents. Let's keep the community connected and engaged!

### Boost Resident Engagement

I'm excited about encouraging students to capture and share their experiences at halls, both for our current community and for prospective students. One idea I have is distributing disposable cameras at all JCR club nights. I got this idea from Glen when he did it for our cohort during the freshers pub crawl, and it's stuck with me ever since. I'd love to make this a regular thing at every event, so we can document the fun and have personalised photos to look back at. Another idea I have is a monthly 'halls dump' Instagram post, for which residents could send in their photos, TikToks, BeReals, etc., to share with the halls community and again, prospective students so they can get a glimpse of the awesome halls experience too.