

Manifesto for Outreach Department Coordinator

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Introduction

Greetings, I'm Louise. I am excited to put forth my candidacy for the Outreach Department Coordinator role within OSM. Residing in the quaint town of Whitstable in the UK, I have spent the last four years immersing myself in Joomla, falling in love with both the platform and its dynamic community. I've actively participated in various teams, including Marketing, Social Media, and Magazine. My commitment to fostering relationships, facilitating engagement, and promoting our shared vision underlines my belief in the transformative power of connection, communication, and collaboration.

My Experience

With a solid foundation in traditional and digital marketing, graphic design, and web design, I have successfully managed a broad range of projects, spanning from marketing campaigns, press releases, social media management, website redesigns, SEO optimisation, and event organisation, to the development of educational materials.

My Skills and Credentials

I am adept at connecting with people from diverse backgrounds, managing intricate details, and simultaneously handling multiple projects. The fast-paced evolution of digital marketing strategies and my inherent love for learning have driven me to consistently upgrade my skills. In 2021, I completed a master's degree from the Digital Marketing Institute, and I continue to stay up-to-date with the latest digital marketing trends through their Continuous Professional Development programme.

My Vision

My vision is to augment Joomla's market share by enhancing brand awareness, reaching new audiences, and forging meaningful partnerships.

My Strategies for the Joomla Community Growth

Inclusion and Diversity: Our strength lies in our diverse community, and I aim to extend this inclusion, ensuring each individual feels valued and heard.

Communication & Messaging: By utilising social media listening tools and surveys to understand user pain points, we can craft messaging that resonates with our users. My goal is to establish clear user personas and explore new communication channels to expand our reach.

Content Creation: I aim to spearhead the production of engaging content such as training videos, case studies, starter guides, influencer and collaborator asset packs, and more.

Brand Awareness: I am committed to reinforcing brand consistency across all marketing materials to enhance our brand's recognition.

Collaboration and Partnership: I believe in forging robust partnerships within and outside our community, leveraging our collective resources, skills, and insights to create powerful alliances for shared goals.

Volunteer Engagement: Our strategy would be incomplete without a dedicated team of skilled volunteers. My goal is to recruit and engage more volunteers, particularly targeting college students seeking practical work experience, creating a win-win situation for both the community and students.

Conclusion

I am confident in my ability to significantly contribute to the Joomla community as the Outreach Department Coordinator. I am passionate about this role and believe that my skills and experience position me for success.

Should you have any questions or require further information, I am more than happy to provide it.

Kind regards,

Lou Hawkins