

Information brochure Promoteam committee ACLO

Do you like to be creative? Do you enjoy taking photos and editing videos in your free time or during your study? Or do you have good ideas about the promotion of the ACLO? Join the Promoteam! Together with the PR & Marketing Coordinator, the Promoteam is responsible for the promotional material of the ACLO. Interested? Read this brochure or contact ci@aclosport.nl for more information. Of course you are also welcome to visit us at our office!



What is the ACLO?

The Academische Centrale voor Lichamelijke Opvoeding (ACLO) is the overarching sports organization for the Rijksuniversiteit Groningen (RUG) and the Hanzehogeschool Groningen (HG). The ACLO decides the sports offer for both students of these two organizations. The ACLO was founded in 1945 and is the biggest overarching student sports organization in the Netherlands.

The ACLO offers sports in different ways:

- Group lessons
- Open hours
- Courses
- Free reservations
- Associations
- Open competitions
- Events

The Promoteam

The ACLO is looking for new members for the Promoteam! This committee is responsible for designing promotional material in the form of flyers, posters and banners. In addition, the Promoteam takes photos and videos of various events and sports and also edits them. This material is used to properly visualize the sports offer and the atmosphere at the ACLO for its members. The Promoteam may also brainstorm about themes such as social media, the marketing policy and the website. Experience is a plus, but not a requirement. During the year there are enough opportunities to learn new skills, for example during different courses such as a photography course.

Tasks of the Promoteam

- Making posters and other promotional material for the ACLO. You design this with the help of programs such as Indesign, Photoshop and Canva. During the year, many different posters, flyers and banners are needed for the promotion of the ACLO. It is desirable that you already have some experience in designing materials in graphic design programs. However, this is not a requirement. If you are enthusiastic and eager to learn the Promoteam is also the right place for you!
- Taking and editing photos of various sports and events. The ACLO offers more than 100 different sports and also organizes many events. It is nice and important that there is enough footage of this. Photography experience is a plus, but not a requirement.
- Making and editing videos of various sports, for committee and board recruitment and aftermovies of events. The ACLO makes extensive use of videos. For example, for highlighting a sport, recruiting active ACLO members or in the form of an aftermovie of an event. Here too the following applies: experience with editing videos is an advantage, but not a requirement.
- Providing input for messages on social media and promotion from the ACLO. Examples of topics you may brainstorm about are of ideas for board recruitment or coming up with new gadgets that the ACLO can use.

The different positions

There are different positions within the Promoteam. It is important to know that in addition to your main tasks, you will also help with other tasks. As a photographer you will, for example, also help with designing a poster if you're interested in this.

POSITIONS	TASKS
Chair	Lead the committee; Prepare/chair of the meetings; External contacts
Secretary	First contact for relations; Correspondence
Photography	Taking and editing photos
Editors	Taking and editing videos
Designers	Design of posters, flyers and banners

The Active ACLO

The ACLO organizes different fun activities for all the committee and board members. Examples are: a pubquiz, new year drinks, board games night and several sport activities such as: climbing, curling and wakeboarding.

Besides being close with your own committee, you will also meet a lot of people through other committees, the Executive Board and General Board. Therefore, it is a fun way to meet new people!

Are you interested in the Promoteam? Apply before the 22nd of September via ci@aclosport.nl! Please send us your resume and motivation letter.

