



PARAIC MCLEAN

communications
& marketing

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ParaicForComms 

ABOUT ME

Hello! I'm Paraic and I am a Senior Sophister Drama student from Tipperary!

Technical Manager of DU Players.

- I'm in charge of the technical side of the theatre & an active lighting designer.
- I designed the graphics for our summer festival, *Aurora*.
- Assisted in the creation of the *85th Birthday Player*, a publication celebrating 85 years.
- I've designed graphics for multiple shows

Production Manager of Trinity Arts Festival 2016-17.

- As a committee we ran over 40 events!
- Liasied with college to book spaces, and risk assess events.
- Was the lighting designer of our 4th Week event *What Lies in the Woods?*

Convenor of Creative Arts 2015-2018.

- Convenor for three years
- I sit on school committee meetings and have been there throughout the process of the Trinity Education Project.

Communications Committee.

- I sometimes live tweet at council!
- Created the logo for the TCDSU Podcast and helped in the recording of the podcast.

PRO of Trinity Ents 2015-16.

- Ran the Social Media for the Ents Page.
- Designed the tickets for the *Harry Potter* mystery train.
- Designed the poster and online graphics for *Blue Planet*.



BRIGHT IDEAS



ILLUMINATE THE FUTURE

As a relatively new role to the SU, the Communications & Marketing Officer still has the opportunity to grow and improve the Union for the future. I will make the work that the SU does more effective and beneficial to students.

SPONSORSHIP & ADVERTISING. I will work collaboratively across the Union, Ents, and UT to take advantage of their different audiences when it comes to promoting the SU to sponsors & advertisers. The SU email is the only way the SU can reach every student, so it needs to be used more effectively. To properly measure engagement with the weekly email I will use link tracking and work with IT Services to track email open-rates.

ILLUMINATE THE STUDENTS

The SU should exist primarily to support students through their time in college, and make sure they have a fulfilling college experience.

UPSKILLING. Have you ever had to design a poster for a presentation, or create a logo for a business? Having basic design skills will always stand by you, and learning these skills can be easier when they are taught to you by someone. I will organise classes in programs such as Photoshop, InDesign, Premiere, and other popular softwares to ensure that students can learn these skills.

SUPPORT STUDENT CAMPAIGNS. We should encourage student-led initiatives like the successful examples over the last few years. I will give students the tools to start up and run these campaigns by creating a campaign pack that is freely available to students. The pack will contain useful info such as how to run social media, and templates for posters and cover photos.

LIVING AFFORDABLY. Living on a budget is an important part of student lifestyle. I will create a budget book that includes tips on saving money and helps students to track their money easier. As food is a significant expense for students, I will expand the weekly deal to include what's on sale in supermarkets so students know where to get the cheapest avocados!

ARCHIVING. We spend a lot of time in the SU repeating work that has been done in previous years. Going forward, I will create an archive of the SU's content that is available to SU officers & all students to be inspired by, to re-use, and to build upon for future campaigns. Archived documents will include graphics, videos, council documents, and campaign manifestos.

COUNCIL DOCUMENTS. Council members are often confused because they don't get enough information about council's working order. I will reform voting cards so that they are bilingual and contain information on how procedural motions work. I will make the list of active mandates searchable by who, and what they mandate and create a template to make officer reports easier to read and ensure they report on the status of manifesto promises.

ILLUMINATE THE SU

An effective SU requires students to know what we do, and what's going on. I want to increase engagement with the SU with different forms of media that help students digest information.

INFOGRAPHICS. Nobody enjoys reading large chunks of text. I will show information about the union in a visual format that allows students to more easily understand the work of the SU. These infographics will be about union income & expenditure, updates on manifesto progress, and large scale college projects like the Trinity Education Project.

VIDEO INSIGHTS. The SU should take more advantage of auto-play videos on social media. I will create short, informative videos that will showcase what the union does. This will include insights into the union (like council sum-ups & information on upcoming motions), as well as insights on issues that students face like tenant rights and budgeting.

