

## **JULEN BEER**

### **Manifesto**

I have been a City fan for as long as I can remember. Whilst my earliest memories of following City predate supporter ownership (just!), I grew up following the Grecians in the Conference days. I have only ever really known the club to be owned by its supporters, which is why making our ownership model a success means so much to me and why I am standing for election.

One of the skills that the Trust is keen on electing this year is in Marketing, PR and Social Media; an area of expertise in which I feel I can contribute greatly. In my role with Exeter College, I am responsible for all of the social media accounts of the organisation, as well as managing the college's marketing campaigns budget. I believe that my skills and contacts in this area can serve the Trust well as it looks to grow its membership and promote supporter ownership.

If I were to be elected to the board I would like to continue being involved in communication. I have already been a member of the Communication and Engagement Working Group for several years and have been running the Trust's social media output since August 2020. I am keen to add further professionalism to the way in which the Trust communicates with existing and potential members by developing a consistent, long-term marketing and communication strategy that seeks to promote the Trust's core values.

In recent years I have worked hard to become more involved in the world of football. I recently completed my Msc International Sport Management at UCFB Wembley and a Diploma in Sports Management at Escuela Universitaria Real Madrid Universidad Europea, adding a sporting specialisation to my undergraduate degree in Business Management.

Since 2018 I have been an ambassador for Kick It Out as part of the 'Next 25' scholarship, and have since engaged in communication roles at events and have performed ambassadorial duties at EFL games

I also hold FA and PFSA scouting qualifications, and in recent seasons I have been a member of the football club's scouting team.

I believe that these experiences and the connections I have made within football would be a strong addition to the Trust Board.