

Name: **Samantha (Sami) Urquhart**

Student Number: **13561586**

Position I am nominating for: **Vice-President (Marketing)**



**Why am I nominating?** My journey with the LSS began nearly three years ago at First Year Law Camp where I was elected as First Year Law Rep, I knew no-one, was terrified of what I heard studying law was like and was scared of five years of getting through law alone. Through competing in many competitions, attending numerous events and initiatives, completing the Brennan Program and being on the LSS Council every year, like many of you, I have truly found a family in the LSS. The point of this *heart-warming* story is that a lot of our journeys with the LSS have started with something that the Marketing Team has created, and which encouraged us to come along to our first LSS event. I am overwhelmingly passionate about making our marketing the best it can be in order to involve as many students as possible. Not only am I passionate, but I know I am experienced and qualified to get the job done.

**What will I bring to VPM?** This year I have been a director within the marketing team. I have first-hand experience and knowledge of exactly what is needed to run and improve the marketing portfolio. Through my general hobbies, business degree and passion for design and marketing, as well as the skills I have developed throughout the 2020 tenure, I will be able to bring my eye for detail, creativity, design, communication and leadership skills to the position of VPM. **Generally**, I will **improve the marketing req** for a more streamline process, emphasise a **collaborative relationship with faculty**, enforce a marketing calendar to **stop oversaturation of your feed** and emphasise transparency & **communication** within the LSS. With **photography/Instagram** I want to continue the exponential growth we pioneered this year and focus on being a **society for the students**, this means more of your faces on our feed rather than stock photos and student **takeovers!** I will encourage use of our LSS camera for **photography** at all in-person initiatives which will improve our marketing across our socials and to our sponsors. I also hope to collab with the Careers Portfolio for a **linked in photoshoot** in our beautiful new law building. Within our **website** I seek to redesign our calendar and keep it up to date, incorporating direct links where you can add the event into your own personal calendar. I wish to upload all recorded zooms so our members can view them when it conveniences them. I will also create a job board on our website where we will publish all job opportunities that are sent through the LSS! This year I seek to introduce brand new **merch** beyond the regular hoodie, see my campaign for a sneak peek! I ultimately always have the society's best interests at heart and will be a devoted member of the executive. For more information visit [Vote \[1\] Sami for Vice-President \(Marketing\) on Facebook!](#)