

Nomination for Board of Directors

Sean Clarke

National member: British Rafting

Candidate for:

Media & Marketing (Communications) Chair

Nominated by:

British Rafting | Asociatia Romana de Rafting



Introduction:

Sean has been undertaking the role of Media & Marketing for the past four years but not as an elected official. Sean would like to be formally elected and serve as a member of the Board of Directors.

Professional Experience:

- Seven years social media management, building profiles and brand identification / management
- Twenty years projects and programmes experience predominantly in governance and records
- IRF Head of Media & Marketing (2017 - present)
- Event Management - Ziyuan World Cup (2019), British Rafting National Selections (2017, 2018, 2019, 2021), British Open Raft Race (2017, 2018, 2019), Ziyuan Rafting Festival (Guilin, China, 2018), Yushu World Plateau Rafting Championship (Yushu, Tibet, 2018)

Skills:

- Social Media Management - IRF Facebook, Instagram, Twitter, YouTube
- Media Production (image/video) - Adobe Photoshop, Adobe Illustrator, Adobe Elements, Adobe Acrobat Pro, Final Cut Pro
- Website development and management including Search Engine Optimisation (SEO)

Education and Training:

- UKCC Level 2 Coach - Kayak & Canoe, Moderate Water Endorsement, Advanced Whitewater Leader
- Clean Sport Advisor - UK Anti-Doping
- Clean Coach - UK Anti-Doping
- Advanced Diploma - Social Media Marketing
- PRINCE2 Project Management Practitioner

Summary Statement:

Sean would like to continue to grow the IRF's online profile and increase the connectivity all rafters have with the IRF through events, social media, the IRF website and email communications.

Being a member of the BOD will give communications a clear voice in the work that the BOD does.

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