



MEMBER STORIES

DOMINIC BROWN - MARKETING ASSISTANT

DAY TO DAY LIFE

In a normal working day, I will be managing and maintaining the 6 social media channels which drive engagement to our awesome shows. This includes running campaigns, creating artwork, and thinking of new ways to get audiences engaged. Our shows are all about the community in which we are embedded, therefore I spend a lot of time working with ambassadors, keeping up with the latest news and sparking community conversations with our followers. As well as focusing on the social media side of things. I also work on the company's digital programme which is aimed at people who love being Outside & Active - creating fun content such as podcasts, blogs and fun video content.



HOW WOULD YOU DESCRIBE YOURSELF?

I consider myself to be someone that always looks for positivity and lives with a smile on my face. I enjoy the challenge of finding new ways to be creative and doing my best to support a team. Having played multiple sports since the age of 5, I am extremely active and love getting involved in new opportunities both in, and outside of work.

I am a real team player and love it when I'm part of a group working towards the same objective. Last but not least, I love seeing results, whether that be seeing a hall full of happy show-goers, social post which sees massive engagement, or even just making someone's day.



SECRET TO SUCCESS?

Care about your work. I believe that passion drives quality, and if you care about what you are trying to achieve, then you will see results. But also understand that passion can't negate mistakes, and making mistakes is the centre point for growth.

LIFE BEFORE MARKETING

Before jumping into the events industry, I worked in the Students' Union at Royal Holloway University as a Sabbatical Officer, focusing on Sport and Development. My passion for health & fitness (both physical and mental) directed me down a road of being elected into this role and looking to better physical activity provisions at the University. However, it was the marketing and events side of this role which brought me to where I am now!

WHAT GETS YOU OUT OF BED?

In a working sense, I have always said that I want to work in a job where I look forward to Sunday nights. Every morning I wake up I look forward to the day ahead - which helps by having opportunities to be creative and try different things. Bettering myself every day is also a huge motivation, aiming to be that 1% better than you were the day before.

WHAT DO YOU DO OUTSIDE OF WORK?

Outside of work, I schedule my week around being active and seeing friends, it really helps to keep my mental wellbeing ticking over. Whether it be going out for a run, playing sport or going to the gym - I look forward to it all! On the weekend I like to have fun and go out with friends, whether that be a trip to the pub or round someone's house to stick the football on!

FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Helping people to feel inspired.