



# Public Relations

## Social media

## Green Innovation meets performance

### Our Project

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Formula Electric Belgium is a team of engineering students who build a **Formula-Student racecar** to compete in international competitions. We design and build a brand-new car every year and compete with other teams in multiple worldwide competitions during the summer months. Formula Student is by far the biggest **engineering competition** in the world and continues to grow. From next year on, we will be competing in both the **electrical** and **driverless** competition. You can join the project as a volunteer. This allows you to contribute to the next race car whilst keeping a flexible schedule.

### Tasks

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Social media is a very important tool in the maintenance of public relations. Formula electric is currently active on **Instagram, Facebook, LinkedIn and youtube**. These accounts all have to be managed by members of the team.

Your head of marketing will create a social media strategy which you will help realise. By creating content and posting it. This content can be formed out of your own contribution (ex. photos taken on your phone) or you can collect it externally.

### Profile

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- Great imagination
- Eye for detail

### Returns

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- A unique engineering experience
- Developing your hard- and soft-skills in a company-like environment
- Work with the newest technologies and innovative companies
- Work in a team with a network of well over 120 partners
- A summer season packed with competitions all over Europe
- An experience of a life-time!

### Up for the challenge?

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Submit your **resume** and **motivation letter** (one page) to  
<https://formulaelectric.be/vacancies-theses/>