GedIT Non-Technical Domains - Descriptions & Basic Skill Requirements

📱 Content and Social Media

Description:
This domain manages GedIT's digital presence across platforms like Instagram, LinkedIn, and YouTube. It is responsible for creating consistent, engaging content that reflects the club's personality, promotes events, and connects with the audience. The domain also plans campaigns, handles captions, and ensures timely content delivery in collaboration with other teams.

Skills Required:

- Strategic content planning and execution
- Strong writing and storytelling skills
- Deep understanding of Instagram/LinkedIn algorithms and trends
- Experience with Canva, scheduling tools (e.g., Buffer/Later)
- Team coordination and communication
- Basic analytics knowledge for performance tracking

🎨 Publicity and Outreach

Description:
Publicity and Outreach handles the offline face of GedIT. From creating hype across campus to executing marketing campaigns and building a strong public presence, this domain ensures that every GedIT event reaches its intended audience. It also helps build bridges with faculty and other student clubs for better reach.

Skills Required:

- Confident communication and pitching skills
- Strong organizational and team-handling capabilities
- Creative thinking for publicity campaigns
- Networking and relationship-building mindset
- Experience in offline promotional strategies (posters, class-to-class, etc.)

💼 Sponsorship

Description:
Sponsorship is responsible for funding and strategic collaborations. It involves reaching out to potential sponsors, creating impactful proposals, and ensuring that GedIT builds strong relationships with corporate or startup entities. This domain enables the club to expand its scale and deliver high-quality events.

Skills Required:

- Persuasive communication and pitching skills
- Proposal and presentation creation (PPT, PDF)
- Email writing and corporate etiquette
- Experience with cold outreach and negotiation
- Reliability and professionalism in external dealings

⚙️ Operations and Database

Description:
This domain ensures smooth event execution. From permissions, logistics, and volunteer coordination to managing data like registrations, feedback, and attendance—this domain is the backbone that keeps every GedIT event running seamlessly. It also handles internal records and task tracking.

Skills Required:

- Excellent time and task management
- Strong coordination and leadership during events
- Experience with tools like Google Forms, Sheets, Excel
- Attention to detail in database accuracy
- Ability to handle pressure during live operations