

European Society for Biomaterials-YSF (ESB-YSF) Board Elections Application Form

It should not exceed two A4 pages and should include a photo of the candidate.

Name: Dr. Radka Gorejova

Nationality: Slovak

Date of birth: 29.08.1994

Current position (position, affiliation): Researcher at Department of Physical Chemistry, Faculty of Science, P. J. Šafárik University in Košice, Slovakia



Research interests (5 keywords): biodegradable metals, zinc, coatings, electrochemistry, corrosion

Position applied for (please rank your preferences from 1 (most preferred position) to 6 (less preferred position)):

3	YSF Spokesperson
1	YSF communication and dissemination officer
4	YSF educational officer
5	YSF secretary
2	YSF national chapters liaison officer

Past ESB conferences attended: ESB 2019, Dresden; ESB 2025, Torino

Candidate summary (max 1 page)

Motivation:

The primary motivation for becoming a member of the YSF board in the position of communications and dissemination officer is the desire to improve general awareness of the activities and objectives of the ESB, especially among young scientists and students, **using accessible, undemanding, and affordable means in an engaging form**. In addition, there is also a strong motivation to raise and spread awareness of YSF and ESB in my home country, Slovakia, where, despite a large and skilled community of biomaterials scientists, their activities are not currently organized under ESB. Last but not least, my **experience with scientific marketing** and its use to improve audience engagement, especially among young scientists and students, is also a motivation. I have extensive experience in science communication and digital dissemination, gained through my active role in managing and creating the social media channels of my faculty (FB/IG: pfupjs), the department's LinkedIn page and website (<https://physicalchemistry.science.upjs.sk>), and several scientific project/conference websites (<https://projectzeta.sk>, <https://territory.science.upjs.sk>, <https://nfa.science.upjs.sk>, <https://biomatV4net.science.upjs.sk>). My responsibilities include planning and executing communication strategies, creating engaging posts, and ensuring consistent visual identity across platforms. I am also involved in the faculty's broader marketing activities, particularly in the design and production of visual and graphic materials aimed at promoting research achievements and academic initiatives.

Possible Achievements:

Even though the presentation of youth forums on social networks is currently very professional and representative, there is always some room for improvement. One of the main indicators and successful strategies of scientific, as well as any other brand building, is **regularity, a personal approach**, and, in this case, undeniable expertise of society members. It is essential to report specifically and actively on the activities of the forum, the successes of its young members, but also their everyday research life. The youth forum is a great platform for enthusiastic young researchers, but they can only use it if they know about it and have built a strong relationship and trust with it. These goals can be achieved through active work using modern marketing tools.

Communication skills:

As a post-doc independent researcher, I have experience in project management of international teams, organizing workshops, conferences, and teaching as well. All the above areas require strong communication skills, which I am continuously working on and striving to improve. In addition to personal communication experience, I also have experience with **official institutional online communication**. Currently, in addition to my scientific position, I am responsible for the online content of our faculty of sciences social networks (FB, Instagram), which aims to interact with employees, the public, **and especially young students and those interested in studying** at university. My work consists mainly of preparing text and graphic both online and offline content (banners, roll-ups, online graphic, flyers, event advertisements, etc.) used in the presentations of the studio and the faculty as a whole.

Any other ideas/remarks:

In general, I am a great enthusiast for the use of modern tools, especially in online space, which I believe is key to the dissemination and communication of society with a target audience of young people. In addition, I draw on my experience with disseminating scientific results (see attachment) at various levels, and I believe that even with a small budget and sufficient effort, it is possible to build a scientific brand, especially with the background offered by ESB. Specific ideas and plans for disseminating the youth forum would be the subject of a separate strategy, but in general, when disseminating scientific results and societies/groups/departments, I mainly follow the path of:

- personal contributions – people love people, and YSF has countless talented young scientists who need to be shown to the world
- dynamic content, visually appealing and attractive communication
- regularity

and all this with an absolute emphasis on maintaining the professional look and expertise of the society