**CALIFORNIA-NEVADA-HAWAII DISTRICT**

**Circle K International**

**Communications & Marketing Committee Application**

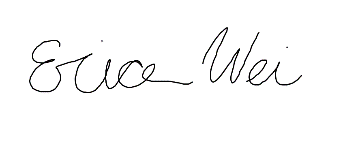
**2019-2020**

Dear Applicant,

First and foremost, I would like to thank you for your interest in the Communications & Marketing committee. I really appreciate you for putting your time and effort into helping better the District. If you have a passion for Communications & Marketing and have ideas to better it for the District then I would like to invite you to apply. In addition to passion, I am also looking for individuals who are open-minded, innovative, creative, motivated, and dedicated. The District Communications & Marketing Committee is still relatively new and some changes have been made from the previous term, so please make sure to read the entire application before filling it out. Feel free to contact me if you have any questions or concerns.

All applicants will be reviewed thoroughly and professionally. The decisions made will be based on who is believed to be the most qualified and meets the needs and goals of this year’s District Board. The positions to be appointed and their respective duties are at the chair’s discretion. Although each position has set duties, the position is what *you* make of it and what *you* want to bring to the table. Throughout the process, remember that I want to get to know you so be yourself! I wish you the best of luck!

Sincerely,



Erica Wei

*2019 - 2020 District Communications & Marketing Chair*

[cm@cnhcirclek.org](mailto:cm@cnhcirclek.org)

**Application Timeline:**

1. Application process: **Thursday, May 2, 2019 to Sunday, May 12, 2019**.
2. Applications must be submitted **by Sunday, May 12, 2019, 10:00PM (PST) / 7:00PM (HST)** to Communications & Marketing Chair, Erica Wei ([cm@cnhcirclek.org](mailto:cm@cnhcirclek.org?subject=District%20Committee)) and District Governor, Wayne Cheng (governor@cnhcirclek.org).
3. Applicants invited to an interview will be notified by **Monday, May 13, 2019**.
4. Interviews will take place **Tuesday,** **May 14, 2019 to Sunday, May 19, 2019**\*.
5. Appointments will be made by **Tuesday, May 21, 2019**\*. All applicants will be notified of the final selections.

*\* Dates may change based on the discretion of the chair.*

**Responsibilities**

The purpose of the District Communications & Marketing Committee, or C&M Committee, is to facilitate both internal and external relations of the District. This includes, but is not limited to, overseeing internal District publications, and publicizing our organization to external sources through press releases and other innovative methods. All positions will also be working with the District Technology Chair, who will also sit on the committee. The following is a list of minimum responsibilities expected of each standing committee member.

**Attend all online committee meetings** unless excused with a valid reason and with a 24 hours advance notice. Meetings will generally be held online.

**Actively participate in District committee meetings** by brainstorming ideas, providing input and feedback to the committee as a whole in an advisory and voting role on the committee.

**Remain in constant communication with the chair** by reporting activities and progress through check-ins.

**Complete all assigned projects** **ON TIME**. If this is not possible, notify the chair in a timely manner.

**Be able to attend several, if not all, District held events** in order to receive general feedback from members about how the District Board could improve future events.

**Act as a representative** for your home club, your division, and for the District. As a member of the Communications & Marketing Committee, your actions are not only representative of the Communications & Marketing Committee but also CNH Circle K District as a whole.

**Be willing to help** **with ANY and all tasks** pertaining to the success of the Communications & Marketing Committee, other than what is listed in each committee member description. The District social media platforms, the District website, the District newsletter, the District Blog, and the District video segments are the responsibilities of the committee and are pertinent to the active online presence of CNH Circle K. Therefore, it is your responsibility to go above and beyond your duties as a committee member.

**All members of the committee are expected to:**

* Help develop and execute a successful public relations program for CNH Circle K
* Encourage submissions for District publications
* Communicate to members about the committee’s activities
* Contribute to all discussions and projects of the committee
* Represent CNH Circle K and Circle K International in a professional manner
* Support other District committees in marketing and promotion when needed
* Enforce utilization of the District Style Guide and graphic standards

Please note that being a part of the Communications & Marketing Committee is not to be taken lightly and will require time on your part to make this a successful running committee. Attention to detail, frequent communication and adhering to deadlines is essential for all positions.

I read and agree to uphold all the duties listed and have check marked all the boxes above. I understand that my failure to complete any of these tasks may result will result in a warning, and if necessary, my removal as a committee member.

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| **SIGN HERE**  X |

**Position Descriptions**

**Executive Assistant (1)**

* The Executive Assistant will be serving as the second in command to the Communications & Marketing Chair and help them with:
  + Meeting logistics and preparation, including taking meeting minutes, reviewing the agenda
  + Maintaining activeness and outreach on the Communications & Marketing Network, and any other internal relations
  + Educating and assisting club officers on how to increase their club’s outreach and publicity through the use of resources provided by the District
  + Assisting other committee members when possible
* It is preferred, but not required, that the Executive Assistant has previously served on the Communications & Marketing committee or have experience with graphic design and video editing

**External Relations Chair (1)**

* The External Relations Chair will be working to increase awareness of CNH District of Circle K to local communities and other branches of Kiwanis through the use of press releases and other innovative forms of publication and media. They will also provide press release support for clubs and assist in outreaching to other organizations on the respective club’s campus.

**Graphic Designers (2)**

* Graphic Designers will be in charge of designing creative and appealing graphics for district-related resources. This includes overseeing the Graphic Request Form, as well as designing promotional graphics for infographics to be posted on social media. Graphic Designers will also work with other District Committees and assist them as needed.
* Past work done by previous graphic designers can be found [here](https://www.behance.net/CNHCIRCLEK)

**Cinematographers (2)**

* Cinematographers will be responsible for creating informative and innovative videos associated with the District and District events. This includes SunnyTV, the monthly video segments, District event recaps, and any other creative promotional or informational videos as deemed necessary throughout the year. Cinematographers will also work with other District Committees and assist them as needed.
* Past SunnyTV episodes and other CNH Circle K videos can be found [here](https://www.youtube.com/user/cnhSUNBOX)

**Publications Editor (1)**

* The Publications Editor is responsible for creating the District newsletter, *The Sunburst*, and the District blog, *The Sunspot*. *The Sunburst* consists of creating a consistent design layout, regularly collecting articles, coming up with creative, innovative ideas for the District newsletter, and linking the District newsletter to the District blog. *The Sunspot* is still relatively new, but consists of regularly posting on the blog, coming up with creative and innovative content, and reach out to club officers, other District Committees, and Lieutenant Governors to share their articles, photos, videos, etc.
* Past issues of *The Sunburst* can be found [here](https://issuu.com/cnhcirclek)
* *The Sunspot* can be found [here](https://cnhckisunspot.wixsite.com/sunspot)

**Social Media Coordinator (1)**

* The Social Media Coordinator is responsible for maintaining online presence across all the District’s social media platforms (i.e. Facebook, Twitter, Instagram) and keep the members informed and engaged. They are responsible for working with the chair to maintain communication with other District Committees and Lieutenant Governors about postings. They will also help continue and further develop the protocol on how the District utilizes social media and the website.

**Prompts by Position:**

This is where I’d like to see how you would like to improve the position this year. Keep your answers straightforward and concise. Remember, this is the space for you to show me your perspective, thoughts, and ideas!

**Executive Assistant**

* As Executive Assistant, you will be tasked with working with a diverse group of individuals. How will you ensure that all committee members are on task and support them throughout the planning process?
* What are some ideas to strengthen the bond within the committee and recognize committee members for their work?
* What ideas do you have for the committee to communicate with club boards and support for public relations efforts by clubs?
* What ideas do you have for potential Communications & Marketing webinars? List three ideas that you would want the committee to host and how would it benefit the club boards?

**External Relations Chair:**

* What ideas do you have to build up Circle K’s image to the public? How can we raise public awareness of our organization?
* How can clubs work to improve their presences on campuses?
* Asides from press releases and newsletters, how can CNH Circle K improve its presence inside and outside the Kiwanis Family?

**Graphic Designers:**

* What do you think is the importance of Graphic Standards? How will you improve public awareness and usage of Graphic Standards?
* What are some ways to improve the current District Style Guide?
* List the graphic design programs you are familiar with and your experience in working with them. Please attach several samples (2-5) of your past works with this application in the email and explain your design process for each sample below.

**Cinematographers:**

* What do you think about SunnyTV? Should it be removed as a video segment?
* What are some video content ideas you have and how will you execute it?
* List all of your experiences with cinematography including, but not limited to, camera work and video editing programs. Please attach several samples of your past works with this application in the email and explain your design process and timeline for each sample.

**Publications Editor:**

* What ideas do you have for content in the District newsletter, *The Sunburst* and the District blog, *The Sunspot?* How will you ensure the content is engaging for both?
* What is your vision for *The Sunburst* and *The Sunspot*?
* What is the importance of having District publications and why should we continue them?
* List the graphic design programs you are familiar with and your experience in working with them. Please attach several samples (2-5) of your past works with this application in the email and explain your design process for each sample.

**Social Media Coordinator:**

* Outline a social media campaign across the variety of existing or new social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) leading up to Fall Training Conference. Feel free to include any graphic or video ideas and to use as many or as few social media platforms as you feel like will be effective.
* Describe how you will utilize each social media platform) for a specific purpose to increase online presence of CNH Circle K.
* What were some issues of the Bi-Weekly Digest? Why would we continue or discontinue it?

**IN ORDER TO QUALIFY FOR THE DISTRICT COMMUNICATIONS & MARKETING COMMITTEE, YOU MUST MEET THE FOLLOWING REQUIREMENTS:**

1. Be a dues-paid member of a club in good standing.
2. Be enrolled at least half-time during the 2019-2020 term.
3. Have an interest in public relations, communications, or marketing.
4. Link a song or playlist for me to listen to while reading your application in your email.

**Contact Information:**

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| **Name** |  | | |
| **Email** |  | **Phone number** |  |
| **Club / Division** |  | **Major/Year** |  |
| **Positions of Interest** | 1. | | |
| 2. | | |
| 3. | | |

**References:**

Please provide at least two references and their contact information. These references can be Circle K members, officers, or advisors, or people you have worked with professionally that can attest to your work ethic and professionalism.

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| --- | --- |
| **Name** |  |
| **Title** |  |
| **Relation to you** |  |
| **E-mail** |  |
| **Phone Number** |  |

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| --- | --- |
| **Name** |  |
| **Title** |  |
| **Relation to you** |  |
| **E-mail** |  |
| **Phone Number** |  |

**Short-Answer Questions:** Please feel free to use as much space as needed

**Why do you want to be a part of the committee?  Why do you want the position(s) you are applying for? What do you hope to gain from this experience?**

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**List any past experience that will help you in the position(s) you applied for.**

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**What is your vision for the role of the District Communications & Marketing committee, and what do you believe the committee can realistically implement this upcoming term?**

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**How do you handle criticism? Tell me about a time when you had to deal with criticism and how you improved yourself through it.**

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**List any other commitments (both inside and outside of Circle K) that you will have from now until March 2019 and the hours you will spend per week doing them.**

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**How would you describe your communication style?**

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**Are you applying for any other district committees this term? If so, which one(s)?**

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**Finally, please complete the prompt(s) below that pertains to your position(s).  Please feel free to use as much space as needed:**

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**Please send the application in PDF format with the application file and e-mail subject line in the following manner:**

**C&MCommittee\_LastnameFirstname (eg. C&MCommittee\_WeiErica)**

**Feel free to attach any links or files that you feel will best supplement your application in the email.**

**Late applications will NOT be accepted.**

**If you have any questions, feel free to contact me!**

**Erica Wei**

**District Communications & Marketing Chair**

[**cm@cnhcirclek.org**](mailto:cm@cnhcirclek.org)

**&**

**Wayne Cheng**

**District Governor**

[**governor@cnhcirclek.org**](mailto:governor@cnhcirclek.org)

**All applications are to be RECEIVED by**

**May 12, 2019 by 10:00 PM (PST) / 7:00PM (HST)!**

**Thank you for your interest in becoming a part of the 2019-2020 District Communications & Marketing Committee!**

*This concludes the California-Nevada-Hawaii District Communications & Marketing Committee application.*