**CALIFORNIA-NEVADA-HAWAII DISTRICT**

**Circle K International**

**Communications & Marketing Committee Application**

**2020-2021**

Dear Applicant,

Thank you for taking the time to apply to become part of the District Communications & Marketing Committee. This committee focuses on various projects to better promote our branding, as well as recognize and spotlight members and clubs through various means of social media and innovative materials. My primary goals for this term include utilizing the resources that were developed to better support clubs while building a greater community throughout the CNH District.   
  
The District Communications & Marketing Committee is an essential aspect to our District in guiding and unifying clubs and the membership. While each position on the committee is different, each person plays a vital role. As a committee member, I want to see your ideas and visions become a reality; therefore, I will grant you full creative freedom and support to accomplish your goals in this position. Through this experience, you can expect to build relationships with your fellow committee members and counterparts across CNH and grow not only as a person, but also as a leader.

Remember, your duties and responsibilities may be written in text, but there is never a limit! Always strive and soar for the best that you can be because you are much greater than what you think you are capable of! Thank you again for taking the time to apply and I look forward to reading your application!

Sincerely,



Joshua Ranario

2020-2021 District Communications & Marketing Chair

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

***Application Timeline:***

Applications (in PDF format) and any additional content must be submitted to [cm@cnhcirclek.org](mailto:cm@cnhcirclek.org) and [governor@cnhcirclek.org](mailto:governor@cnhcirclek.org) by **Sunday, May 17th, 2020**. The application file and email subject line should be written in the following manner: **C&MCommittee\_FirstNameLastName**.

1. Application process: **Sunday, May 10th, 2020** - **Sunday, May 17th, 2020**.
2. Applications must be submitted by **Sunday, May 17th, 2020 10PM (PDT), 7PM (HST)\*** to Communications & Marketing Chair, Joshua Ranario ([cm@cnhcirclek.org](mailto:cm@cnhcirclek.org)) and District Governor, Katherine Hoang ([governor@cnhcirclek.org](mailto:governor@cnhcirclek.org)).
3. Applicants invited to an interview will be notified by **Monday, May 18th, 2020**.
4. Interviews will take place **Tuesday, May 19th, 2020** - **Saturday, May 23rd, 2020\***
5. Appointments will be made by **Sunday, May 24th, 2020**\*. All applicants will be notified of the final selections.

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

***Responsibilities & Expectations:***

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 checked all the boxes above. I understand that my failure to complete any of these tasks may result in a warning, and if necessary, my removal as a committee member.***

***Position Descriptions:***

***Internal Relations Chair (1):***

The Internal Relations Chair serves as the second in command to the Communications & Marketing Chair to help with:

* Meeting logistics and preparation, including taking meeting minutes, reviewing the agenda, and checking-in with each committee member.
* 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
* Act as a mentor for other committee members and assist others when/if needed.
* It is preferred, but not required, that the Internal Relations Chair has experience with graphic design and video editing

***External Relations Chair (1):***

The External Relations Chair serves to increase awareness of the CNH District of Circle K to local communities and other branches of Kiwanis through the use of press releases, the District Blog (The Sunspot), and other innovative forms of publication and media. The *Sunspot* consists of regularly posting on the blog, coming up with creative and innovative content, and reaching out to club officers, other District Committees, and Lieutenant Governors to share their articles, photos, videos, etc. They will also provide professional writing support for clubs and assist in outreaching to other organizations on the respective club’s campus.

***Graphic Designers (2):***

Graphic Designers are 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 the Communications & Marketing Network and assisting other District Committees as needed.

* Graphic Designers will be a resource and provide resources to clubs in regard to Graphic standards and graphic design related questions and/or concerns.
* Past work done by previous graphic designers can be found [here](https://www.behance.net/CNHCIRCLEK).

***Videographers (2):***

Videographers are responsible for creating videos associated with the District and District events. This includes District event recaps and any other creative promotional or informational videos as deemed necessary throughout the term by this committee or another District Committee. Videographers utilize CNH Circle K Video Graphic Standards and assist with developing videography & photography resources for clubs.

***Publications Editor (1):***

The Publications Editor is responsible for creating the District newsletter, *The Sunburst*, and providing clubs with newsletter-related resources. 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. A minimum of four issues is required for the term.

* Past issues of *The Sunburst* can be found [here](https://issuu.com/cnhcirclek)**.**

***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!

***Internal Relations Chair:***

* As Internal Relations Chair, 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 and support club boards throughout the term?
* 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?
* Aside from press releases and newsletters, how can CNH Circle K improve its presence inside and outside the Kiwanis Family?
* What ideas do you have for content in the District blog, *The Sunspot?* How will you ensure the content is engaging?

***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.

***Videographers:***

* What are some video content ideas you have and how will you execute it?
* List all of your experiences with videography 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.
* What are your thoughts on the CNH Rewind video segments and what ideas do you have to increase its viewership?

***Publications Editor:***

* What ideas do you have for content in the District newsletter, *The Sunburst*? How will you ensure the content is engaging?
* What is your vision for *The Sunburst*?
* 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.

***Applicant Information:***

**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/playlist for me to listen to while reading your application in the email.

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| **GENERAL INFORMATION** | |
| **Name:** | **Club / Division:** |
| **Email:** | **Major / Year:** |
| **Phone Number:** | **Text? (Y/N):** |
| **Other District committees that you are applying for (if applicable):** | **Positions of Interest (in order, 1 being your top choice):**  1)  2)  3) |

***Short-Answer Questions:***

Please provide a brief response for each inquiry listed below. Feel free to use as much space as needed.

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| 1. **Why do you want to be a part of the committee and what do you hope to gain from this experience? Why do you want the position(s) you are applying for?** |
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| 1. **List any past experience that will help you in the position(s) you applied for.** |
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| 1. **What is your vision for the role of this committee, and what do you believe the committee can realistically implement this term?** |
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| 1. **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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| 1. **List any other commitments (both inside and outside of Circle K) from now until March 2021 and the hours you will spend per week doing them.** |
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| 1. **How would you describe your communication style?** |
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| 1. **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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***References:***

Please provide at least three 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** | Relationship/Position  Email Address  Phone Number |
| **Name** | Relationship/Position  Email Address  Phone Number |
| **Name** | Relationship/Position  Email Address  Phone Number |

***Submission & Certification:***

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| **E-Signature (*Print Name*):** |  | **Date:** |  |

***“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence”***

Thank you for your application. All applicants are given an equal opportunity for their positions. Regardless of being chosen for this committee or not, you are a major asset to CNH Circle K and the future of this organization.

Circle K International is an organization with limitless possibilities to be able to lead and serve. I am looking forward to reading your application. Good luck!

***Reminder***

**All applications are to be RECEIVED by   
Sunday, May 17th, 2020 by 10:00PM (PDT) / 7:00PM (HST)  
Late applications will NOT be accepted.  
  
Applications must be submitted in PDF format with the application file and email subject line in the following manner:**

**C&MCommittee\_FirstNameLastName***eg. C&MCommittee\_JoshuaRanario*

**Feel free to attach any links or files that you feel will best supplement your application in the email.  
If you have any questions, feel free to contact me!  
  
  
  
  
*Submission Emails***

**Joshua Ranario**  
District Communications & Marketing Chair  
[cm@cnhcirclek.org](mailto:cm@cnhcirclek.org)  
  
**Katherine Hoang**  
District Governor   
[governor@cnhcirclek.org](mailto:governor@cnhcirclek.org)

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