**CALIFORNIA-NEVADA-HAWAII DISTRICT**

**Circle K International**

**Communications & Marketing Committee Application**

**2021-2022**

Dear Applicant,

Thank you for taking the time to apply to become part of our creative team. The District Communications and Marketing 2021-2022 Committee will consist of creators and visionaries that will help assist with the branding, promotions, and advertising of our District. The positions this year include 1 Internal Relations, 1 Publications Editor, 1 External Relations, 2 Social media Coordinators, 2 Graphic Designers. Each committee member plays a vital role. C&M Committee is an essential part of the District as we are responsible for guiding and unifying clubs and the membership through internal and external communications.

My primary goal for this term includes building a strong C&M Network with a mix of innovative ideas and resources gathered from years prior. Throughout the 2021-2022 term committee will be releasing projects such as the CNH Podcast, Sunspot Blog, Sunburst Newsletter and social media campaigns directly coordinated with District Events (Ex. Fall Training Conference, District Convention).

***To my future committee*** I am excited to work with you! Although I have set projects, I am open to new ideas! C&M is a special committee where there is no limit to your creativity.

Sincerely,

Ricky Sparrow

2021-2022 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 and governor@cnhcirclek.org by **Sunday, May 14th, 2021**. The application file and email subject line should be written in the following manner: **C&MCommittee\_FirstNameLastName**.

1. Application process: **Tuesday, May 4th, 2021** - **Friday, May 14th, 2021**.
2. Applications must be submitted by **Sunday, May 14th, 2021 10PM (PDT), 7PM (HST)\*** to Communications & Marketing Chair, Ricky Sparrow (cm@cnhcirclek.org) and District Governor, Ryan Tan (governor@cnhcirclek.org).
3. Applicants invited to an interview will be notified by **Monday, May 16th, 2021**.
4. Interviews will take place **Tuesday, May 17th, 2021** - **Saturday, May 21st, 2021\***
5. Appointments will be made by **Sunday, May 24th, 2021**\*. All applicants will be notified of the final selections.

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

***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 2021-2022 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)* |

***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), Podcast episodes (The SunnyCast) 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. The Sunnycast consists of recaps, positional breakdowns, interviews, it is a very new concept with many different routes.*

***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.*

***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.

***Social Media Coordinator (2):***

*The Social Media Coordinator is responsible for maintaining online presence across all the District’s social media platforms (i.e. Facebook, Twitter, Instagram, Tik Tok) 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!*

***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?*
* *What ideas do you have for episodes and interviews for the CNH Podcast?*
* *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.*

***Please include a graphics portfolio with several graphic design 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?*

***Please include a videography portfolio with several video samples of your past works with this application in the email and explain your vision.***

***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?*

***Please include a graphics portfolio with several graphic design 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, Tik Tok, 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 the online presence of CNH Circle K.*
* *What is your opinion on member appreciation through the CNH Twitter Account? Would you continue this concept or what other ideas do you have in mind?*

***(optional) Please include a graphics portfolio with several graphic design samples (2-5) of your past works with this application in the email and explain your design process for each sample.***

***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 2022 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 14th, 2021 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\_Rickysparrow*

***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***

***Ricky Sparrow***

*District Communications & Marketing Chair*

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

***Ryan Tan***

*District Governor*

*governor@cnhcirclek.org*

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