



MARKETING AND MEDIA COORDINATOR

CAMPUS MINISTRY TEAM 2016-2017



Why marketing ministry? To effectively communicate campus ministry opportunities to the campus community so that students may be better equipped in their Christian faith journey.

One Marketing and Media Coordinator position available.

Possess and use creative design, writing and editing skills, and leadership abilities.

WHAT WILL YOU DO?

- **Design and post information on campus, the Northwestern website and social media outlets.**
 - Strategize, design, write and implement marketing plan.
 - Assist campus ministry through advertising and promotion of ministry opportunities; reinforcing the vision and mission of campus ministry through all media and marketing.
 - Create an advertising strategy and marketing campaign for programs or events using various distribution channels. (E.g. flyer, poster, digital signage, chapel slide, email and intranet announcements, Facebook and Instagram posts, bulletin boards, etc.)
 - Actively manage the campus ministry Facebook account and Instagram page, including the involvement of other CMT members.
- **Represent Campus Ministry**
 - Coordinate the campus ministry presence at the fall “Involvement Fair”, booth for NWC’s Homecoming “Morning on the Green”, and materials for new or prospective students at Red 101.
 - Create designs for ministry t-shirts.
- **Joyfully engage other duties and responsibilities as assigned.**
 - Lead peers in marketing and media efforts.
 - Involve other CMT students and volunteers in marketing and media efforts.
 - Incorporate feedback into work.



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ACCOUNTABILITY/WAGES

- There is one Marketing and Media Coordinator position accountable to the Associate Dean of Christian Formation Regular performance feedback is given by staff.
- Duties will be carried out primarily in Ramaker and around campus.
- Students are expected to attend spring 2016 training meetings. Employment officially begins with CMT orientation on Sunday, August 14, 2016 and extends thru May 12, 2017.
- Approximately \$1255 stipend per year paid in eight equal stipends during the 2016-17 school years. Returning team members receive an additional \$100.
- An average of 5-7 hours of work per week is expected.
- Coordinators may not have another contracted campus job. However, they may be employed as student tutors or with Sodexo. They should not have other major leadership or work responsibilities in addition to a CMT position.
- Work schedules will be set individually and will not interfere with class times.

SELECTION PROCESS

- Cumulative GPA of 2.0 (minimum) and in good academic standing, Christian commitment, and leadership potential required
- Information and applications online under Campus Life on MyNWC
- Deadline for applications: Monday, March 21, 2016
- Interviews: March 29, 30 and 31, 2016
- Team announced: April 5, 2016
- Questions: Contact Barb Dewald at bdewald@nwciova.edu

COMMITMENTS

Commit to growing in relationship with Christ.
Encourage others in their faith development.
Engage with other areas of ministry and campus.
Actively learn about issues of Christian leadership.
Be a faithful and contributing team member.
Respond prayerfully to program changes and performance feedback as it is given.

Attend all meetings and training opportunities, including the following:

- Spring Student Leadership Event.
- CMT Orientation Beginning Sunday, August 14th, 2016 (*CMT must coordinate summer responsibilities to be able to attend orientation. CMT cannot be a RA, on O-Staff or a Multicultural Intern due to schedule conflicts with CMT orientation. Fall varsity athletes and athletic trainers must coordinate their schedule to attend a suitable portion of CMT orientation.*)
- A mid-year gathering January 13, 2017 (5:00-10:00)
- Monthly CMT meetings.
- Regular ministry area meetings.

Expectations of NWC Student Leaders

Student leaders play an important role in the Northwestern community and contribute in significant ways towards accomplishing Northwestern's mission and Vision for Learning. Being selected to serve as a student leader is an honor—it recognizes a student's leadership gifts and potential. Northwestern staff members are committed to mentoring student leaders, helping them to grow in their positions and encouraging them to develop their leadership abilities.

Due to their public roles on campus, Northwestern expects student leaders to follow, support, and enforce the college's standards and guidelines with highest integrity. Northwestern staff will consider potential student leaders' stances on college policies when selecting student leaders. In cases where a current student leader either (a) fails to abide by a campus policy, or (b) actively opposes a campus policy and/or states that they will refuse to live by that policy in the future, consequences may include, but are not limited to, temporary or permanent suspension from their leadership position. Consequences will be determined by the student leader's staff supervisor in conjunction with the Dean of Students on a case-by-case basis.