

## Marketing and Media Coordinator

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

### Responsibilities:

- Possess and use creative design, writing and editing skills, and leadership abilities.
- Strategize, design, write and implement.
- Assist campus ministry through the advertising and promotion of ministry opportunities, promoting and 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 posts, bulletin boards, etc.).
- Develop ministry promotional pieces.
- Create designs for ministry t-shirts.
- Assist in designing ministry materials for new or prospective students as needed. (e.g. Red 101)
- Lead peers in marketing and media efforts.
- Actively manage the campus ministry Facebook account, including the involvement of other CMT members.
- Coordinate the campus ministry presence at the fall "Involvement Fair."
- Coordinate the campus ministry booth for NWC's Homecoming "Morning on the Green."
- Involve other CMT students and volunteers in marketing and media efforts.
- Joyfully engage in other duties and responsibilities as assigned.

### Selection Process:

- Cumulative GPA of 2.0 (minimum) and in good academic standing
- Applications online at [intranet.nwciowa.edu/cm/](http://intranet.nwciowa.edu/cm/)
- Deadline for applications: Monday, March 16
- Interviews: March 20, 23, and 24, 2015
- Team announced March 27, 2015
- Questions? Contact Barb Dewald at [bdewald@nwciowa.edu](mailto:bdewald@nwciowa.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.  
**Attend** all meetings and training opportunities, including the following:

- Spring Student Leadership event
- CMT Orientation beginning Sunday, August 16, 2015 (**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.)
- All meetings whose dates and times will be set later.

### Accountability and Wages:

- Media and Marketing Coordinator is accountable to the Associate Dean of Christian Formation.
- Coordinator works closely with other members of the Campus Ministry Team and the Campus Ministry office Assistant
- Approximately \$1,255 stipend per year (5 - 7 hours of work/week expected).
- Student should not have major leadership or work responsibilities in addition to a CMT position.
- CMT students may not have another contracted campus job, however they may be employed as student tutors or with Sodexo.

### 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.