



# Marketing and Media Coordinator

## Campus Ministry Team

2018-2019

Campus Ministry exists to send students into the world as those rooted, built up, and established in Christ in order to live for Christ and for the sake of the world. Colossians 2:6-7

*Why marketing ministry?*

*To create opportunities for the NWC community to hear and see stories of what God is doing and to keep the campus informed of Campus Ministry opportunities.*

*What are helpful candidate characteristics and skills?*

*Ideal candidates will be artistic, technologically adept, self-motivated, creative, responsible, and punctual (2 positions available).*

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## What will you do?

Working with Campus Ministry staff, strategize, design, write and implement marketing plan. Design and post information on campus, the Northwestern website and social media outlets.

- Advertise and promote ministry opportunities; reinforcing the vision and mission of campus ministry through all media and marketing.
- Work closely with CMT and Campus Ministry staff, creating processes (e.g. order forms, deadlines, etc.) as needed to effectively complete projects.
- Create an advertising strategy and marketing plan 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.)
- Manage the regular weekly promotion of upcoming Campus Ministry events (e.g. blackboards in Ramaker, videos for chapel, etc.)
- Update and post content from the Christian Community Coordinator and Dean of Christian formation to encourage
- Oversee the design and information for Campus Ministry bulletin boards.
- Actively manage the Campus Ministry Facebook account and Instagram page, generating regular content and developing a robust social media presence.
- Assist with the encourage website.
- Assist in preparation, design and posting of selection materials for Campus Ministry leaders. (e.g. CMT, DGL, SOS, SSP)

Coordinate Campus Ministry's presence on campus and at community events.

- Coordinate the campus ministry presence at the fall student "Involvement Fair."
- Coordinate the booth for NWC's Homecoming "Morning on the Green."
- Create designs for ministry t-shirts.

Continue to develop as a leader.

- Learn about and develop public relations skills.
- Increase in awareness, knowledge and practice of ministry and spiritual disciplines.
- Lead and involve peers in marketing and media efforts.
- Incorporate feedback into work.

## 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 2018 planning and orientation meetings.
  - Required CMT Orientation beginning Sunday, August 12, 2018. CMT must coordinate summer responsibilities to be able to attend orientation.
  - A mid-year gathering on January 7, 2019
  - Regular CMT and specific ministry area meetings.

## Accountability/Wages

- The Marketing and Media Coordinator is accountable to the Director of Worship. Regular performance feedback is given by staff.
- Duties will be carried out primarily in Ramaker and around campus.
- Students are expected to attend Spring 2018 training meetings.
- Employment officially begins with required CMT orientation on Sunday, August 12, 2018 and extends thru May 10, 2019. CMT members must coordinate summer responsibilities to be able to attend fall CMT orientation beginning August 12. CMT members 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.
- Students may not hold another campus contracted job in addition to CMT. However, they may be employed as student tutors, Food Service workers, and Admissions Ambassadors. They should not have major leadership or work responsibilities in addition to a CMT position.
- The Approximately \$1350 stipend per year is paid in eight equal stipends during the 2018-19 school year. Returning team members receive an additional \$100. Payment is directly deposited four times per semester: Sep, Oct, Nov, Dec and Feb, Mar, Apr, May.
- An average of 5-7 hours of work per week is expected. The hours worked may be irregular, based on seasonal need. Though paid as a monthly stipend, hours will be monitored.
- Work schedules will be set individually and will not interfere with class times.

## Selection Process

*Northwestern College seeks to more fully reflect the cultural and ethnic diversity of the body of Christ in its faculty, staff, administration and student leadership. Women and applicants from historically underrepresented groups are enthusiastically encouraged to apply.*

- Applicants must have a cumulative GPA of 2.0 or higher and be in good academic standing, exhibit Christian commitment and have leadership potential.
- CMT information and applications are available online under Campus Life on MyNWC.
- Included in the application are reference forms to be completed by the following: a) NW student, b) Residence life staff, c) NW faculty or staff.
- Deadline for applications: Midnight on Monday, March 19, 2018.
- Interviews: March 21-23 2018.
- Questions? Contact Barb Dewald at [bdewald@nwciova.edu](mailto:bdewald@nwciova.edu).

### 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, Vision for Learning and Vision for Diversity. 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 Campus Ministry staff on a case-by-case basis.