



Marketing & Media Coordinator

Campus Ministry Team 2017-2018

Why marketing ministry? To communicate ministry opportunities as well as God's power and work to the campus community so that students may be encouraged and equipped in their Christian faith journey.

Two Marketing & Media Coordinator positions available.

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

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.

- o 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.)
- o Manage the regular weekly promotion of upcoming Campus Ministry events (e.g. blackboards in Ramaker, videos for chapel, etc.)
- o Oversee the design and information for Campus Ministry bulletin boards.
- o Actively manage the Campus Ministry Facebook account and Instagram page, including the involvement of other CMT members.
- o Assist with the encourage website.
- o 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.

- o Coordinate the campus ministry presence at the fall student "Involvement Fair."
- o Coordinate the booth for NWC's Homecoming "Morning on the Green."
- o Design table materials and represent Campus Ministry at Red 101 visitation days.
- o Create designs for ministry t-shirts.

Continue to develop as a leader.

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

Accountability/Wages

- The Marketing & Media Coordinators are 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 2017 training meetings. Employment officially begins with CMT orientation on Sunday, August 13, 2017 and extends thru May 11, 2018.
- Approximately \$1280 stipend per year is paid in eight equal stipends during the 2017-18 school year. Returning team members receive an additional \$100.
- An average of 5-7 hours of work per week is expected. Hours worked may be irregular based on seasonal need. Though paid as a monthly stipend, hours will be monitored.
- Coordinators may not have another contracted campus job. However, they may be employed as student tutors, Sodexo workers or Admissions Ambassadors. 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

Requirements: Cumulative GPA of 2.0 (minimum) and in good academic standing, Christian commitment and leadership potential.

Information and applications available: Online under Campus Life on MyNWC

Deadline for applications: Monday, March 20, 2017

Interviews: March 23-24, 2017

Team announced: March 29, 2017

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 2017 training meetings.
 - CMT Orientation Beginning Sunday, August 13th, 2017 (*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 12, 2018 (5:00-10:00 pm).
 - 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, 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.