Date Received: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing Team Application**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Student ID Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How did you hear about the Marketing Team? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**INTERVIEWS**

Applicants will interview with the director of the Marketing Team.

Please list 3 days and times you would be available for an interview:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The Marketing Team Includes 4 committees**

• **Strategy: Interested in data analytics and marketing strategy?** Strategy isresponsible for collecting data in order to advise programs and the Center for Service and Learning on marketing strategies and campaigns. They develop a marketing strategy for the Center for Service and Learning and oversee each program in developing a program marketing strategy.

• **Public Relations:** **Love working with people and connecting with students?** PR is responsible for maintaining up to date contacts within each college, department, and campus organization. They are also responsible for hosting/attending any events in that college. This means they communicate with colleges about fairs and managing a Y-Serve booth at college events!

• **Creative: Passionate about graphic design and learning the Adobe Suite?** Creative integrates current student employees and volunteers to expand the capabilities of the Graphic Designer, Photographer and Videographer roles. Student employees will oversee volunteers who assist them in providing professional marketing resources for each program and the Center for Service and Learning.

• **Social Media: Curious about social media strategy and design?** Social media is a small team of volunteers tasked specifically with posting and managing content posted to social media channels. They oversee program pages and work with the strategy team in assisting programs in social media strategy.

Please select (1 being the most interested, 4 being the least) which committees you are most interested in joining:

* Strategy
* Public Relations
* Social Media
* Creative

**Qualifications and Responsibilities of Marketing Team Members**

The Marketing Directors and members of the Marketing Team work closely together to excite and motivate BYU students to participate in meaningful service opportunities.

**Marketing Team Members are Responsible for:**

* Marketing Y-serve to the BYU Student Body.
* Supporting 250+ program directors by consulting them in advertising and marketing techniques for their own individual programs.
* Specialize in a specific area (strategy, events, social media, etc.) but come together to plan and coordinate outlined events.
* Capable of leading, recruiting, motivating, directing, and inspiring students to serve.
* Abiding by and supporting the policies and procedures of Brigham Young University and the Center for Service and Learning.
* The time commitment expected for Team members is approximately 3-5 hours per week.
* Additional Responsibilities vary based on assignment
* All team members are required to attend weekly coordination meetings.

**QUALIFICATIONS**

1. Enrollment: Every applicant must be a continuing student (enrolled as a full-time student Fall/Winter) at the time of application and during their time as a Marketing Team Member.

2. Honor Code Standards: All applicants must be cleared through an honor code check and commit to support and uphold the University’s Honor Code and Dress and Grooming Standards.

3. Academic Standards: Applicants must have and maintain a cumulative GPA of **3.0** or higher

**Please answer the following questions:**

1. How have you personally been committed to service? In what ways do you see yourself

growing through an experience with the Marketing Team?

2. What exciting marketing ideas do you have for Y-serve?

3. Why do you think that you would be a good fit for the Marketing Team?

**Official Declaration of Intent**

I authorize the verification of my academic and Honor Code status for the purpose of completing the Center for Service and Learning volunteer application.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_