



Communications & Marketing Chair Application | 2019-2020

Please read the information and directions on the right!

TERMS & CONDITIONS:

By submitting this application, I agree to fulfill the terms and conditions stated in the CNH District Leadership Team Service Agreement 2019-2020. This service agreement can be found on the CyberKey.

REGISTER:

Go to the CyberKey, go to "Member" section, then go to "Special Applications and Contests," and register as a candidate for this position.

APPLICATION OVERVIEW:

IDENTIFY THE POSITIONS

In your application, please specify the following on your first page:

- Full Name
- Club, Division, Region, Graduation Year
- Any Current Position (serving for the 2019-2020 term)
- Cell Phone Number & Text Capability | Home Phone Number
- Email

INTERNATIONAL CONVENTION

Although highly recommended, ICON attendance is not required. Will you be attending?

PROGRAMS & SKILLS

Identify the programs on your computer that you know how to use and your skill level.

PERSONAL REFERENCES

Please provide three personal references to be used for final recommendation purposes.

PROMPTS

1. Why are you applying for this position? Explain.
2. What leadership positions have you held in the past that will help you serve as a competent committee chair for the CNH district? Please describe your responsibilities in these positions and how you feel they have contributed to your leadership development.
3. The Communications & Marketing Chair will be responsible for the content creation and the editing of that content. How will you balance this work among the Lieutenant Governors and Editors in the committee?
4. How do you plan to market Key Club to the public to increase Key Club's visibility and to high schools to boost membership growth? Provide examples.
5. Two areas of focus for the Communications & Marketing Committee will include promotional media and promotional content. Explain your vision of how the committee can address these areas.
6. The focus of the Communications & Marketing Committee is to professionally promote the CNH District and the Key Club organization with educational and promotional tools. What ideas do you have on how the district can further educate the members and promote their involvement?
7. As CM chair, you will be working very closely with the various editors of the CNH District. What experience do you have with utilizing social media, video editing, and website design? What is your vision for promoting the District in all of these mediums?
8. Create ONE original promotional graphic for the CNH Spotlight on Service Program and include it in this application. Remember that it must follow graphic standards. Refer to the CNH Key Club Instagram for past graphic examples.
9. For the CNH district as a whole, what are some weaknesses in communications and promotion? How do you plan on addressing those issues?

DESCRIPTION

The Communications & Marketing Chair will lead the committee that focuses on positive, purposeful promotion of the CNH District and the Key Club organization, provides resources for club and district use, provides training materials for the Board, officers and members to use and access; promote and guide the Graphics Department, and research and development proposals for further district consideration.

Before applying for this position, please ensure that you will be able to attend all Board training conferences and meetings.

DIRECTIONS

You must PDF your document with all the personal information and answers to the prompts requested on the application.

File name: CM_YourName

PERSONAL REFERENCES

You are required to provide only three personal references, not letters. You need to provide their names, position, phone and email.

1. Adult (Faculty, Kiwanis, Region Advisor)
2. Club Leader
3. Division or District Leader

DEADLINE

The application is due by Saturday, May 4th, 2019 by 6:00 P.M.
No exceptions

SUBMISSION

File name: CM_YourName

Email to: cnhkc.app@gmail.com

Subject: CM | Your Name

INTERVIEW

If needed, a phone interview will be requested of personal references and/or the candidates and will be conducted by the Governor.

ONLINE REGISTRATION

IMPORTANT: Visit the CNH Cyberkey and register online as a candidate for this position.

DISCLAIMER

Submission of this application will allow the governor to consider your application for any other position. Please keep in mind that if you are appointed, you will be required to resign from any other positions that you may hold on the club, division, or district level.

Good luck! If you have any questions, please contact the District Governor at cnhkc.gov@gmail.com.