

Social Media & Public Relations Application

Description: Members of the *MVMENT* communication team are responsible for all outward-facing *MVMENT* content. They are expected to ideate and craft posts for all our social media channels on a regular basis, work closely with other members of the team and the director and manage outside inquiries.

Members of this team should be detail-oriented, able to meet tight deadlines and have basic graphic design and marketing skills. In addition to managing a regular schedule for posting, the communications team will be responsible for drafting outreach emails, recruiting and operating the magazine's contact email.

Instructions: Please download this document as a word .doc file, fill out the following questions and submit as a PDF using the submit page. Within 24 hours, a MVMENT board member will reach out via email to set up an interview time. **Because applications are evaluated blindly at first, please do not include your full-name in this document.** If attaching supplemental piece(s) where your name is included, please change your name to a pseudonym at every instance. **The word counts are there as an upper limit, do not feel obligated to fill the word count.**

Questions? Concerns? Queries? Please reach out to contact@mvmentmag.com

General Application

Important: If you're applying for multiple positions, feel free to reuse your General Application answers for each application. Since applications are reviewed blindly—we won't know any personal information of yours until second-round considerations—DO ensure that you fill out the General Application section on each form. DO NOT merely state that you applied to a position previously, as this could result in your application not being considered.

Personal Statement: Please elaborate, from what you've learned through our website, social media posts, and/or friends, on why you think you would be a good member of the *MVMENT Magazine* team. What excites you about *MVMENT*? What sections do you like or dislike? What changes or ideas do you have for our future direction? Those are just some possible questions you can delve into, and are by no means required. We can't wait to learn about you and your interests! (Word Count: 300-600)

What commitments, both academic and extracurricular, are you currently involved with? How many hours (approximately) per-week do you estimate they take up? (Feel free to use bullet points)

How much time per week do you envision working on *MVMENT*?

What do you think your greatest asset is and why? (100 words)

What do you think your greatest weakness is and why? (100 words)

Social Media & Public Relations Questions

What is your prior communications and/or marketing experience? If you don't have experience working with a company or organization, feel free to elaborate on how your own personal social media activity has helped you understand marketing. (150 words)

What skills do you have that would be useful in contributing to MVMMENT's social media and outreach presence? What skills do you hope to gain from working at MVMMENT? (150 words)

What is one thing MVMMENT social media is doing well? What are three ideas you have for improving it? (100)

To get a better understanding of how you would approach a task, please find one piece (art, writing, photo, etc) from our previous issues at: mvementmag.com and draft a social media post marketing that content and the issue from which it comes on Instagram, Twitter and Facebook. You shouldn't post it onto a social media page, but upload your files as a .pdf, .png, or .jpg). In addition, you **do not** need to use photoshop or another tool to create a fake post, uploading the image and the accompanying caption for each platform is adequate.

Instagram:

Twitter:

Facebook:

Finally, to understand your drafting process, please go to our [About Us](#) page and read the statement there. Then, draft a Twitter post communicating the most necessary information about our organization. (Upload your file as a .pdf, .png, or .jpg below).

Are you more interested in managing *MVMMENT*'s social media accounts or working on the PR/Outreach team? (Note: answering either way does not guarantee you that group).