

Mission for Editor of Training Content

Trains, develops, and manages a team of 6 Media Associates focusing on MUN training strategies and tips to help increase traffic of the BestDelegate.com website by 10% to 1.75 million pageviews between October 1, 2017 to May 30, 2018.

Outcomes

1. Trains, develops, and manages 6 Media Associates on the Training Content team to produce various media pieces by deadlines set on a publishing calendar:

- 54 new articles (over 3 quarters) that focus on strategies and tips for new delegates, advanced delegates, crisis delegates, conference organizers or chairs, and middle school delegates
- 30 refreshed articles (over 3 quarters) based on existing strategies and tips articles
- Improvements of standing resource pages such as the Resources page, Getting Started page, Research Map, and NGO List

2. Tracks, identifies issues, and implements creative solutions to improve BestDelegate.com website traffic by 10% to 1.75 million pageviews within the October 1, 2017 to May 15, 2018 timeframe. This includes ideas for new resource pages or content that would increase traffic significantly.

Competencies

- **Training expertise:** world-class experience and expertise of training activities and tips for a wide range of delegate experiences; or prior experience as an MUN Institute summer MUN Mentor
- **Editing skills:** strong editing skills and detail-oriented to improve team's quality of work.
- **Follow-through:** organized and empowers others to complete work by deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.
- **Innovative:** ability to identify and create solutions that solve MUN participant pain points.

Cultural Fit

- **Bring out the Best:** You put in your best effort to produce world-class results.
- **Passion for MUN:** You want to share your passion for Model UN with others.
- **Open to Feedback:** You give and receive constructive feedback to improve your work.
- **Professionalism:** You communicate and work in a mature and professional manner.
- **Lifestyle Design:** You prioritize this role because it fits within your personal goals.

Mission for Editor of MUN Institute Alumni

Trains, develops, and manages a team of four Media Associates focusing on MUN Institute Alumni content to help increase traffic of the MUNI website by 10% to 203,00 pageviews total between October 1, 2017 to May 30, 2018.

Outcomes

1. Trains, develops, and manages the 4 Media Associates on the MUN Institute Alumni team to produce various media pieces by deadlines set on a publishing calendar:

- 6 articles per quarter about the MUN Institute experience
- Follow-up newsletters, webinars, and social media campaigns related to the articles and videos about the MUN Institute experience
- 6 articles or media pieces that feature MUN Institute alumni successes
- At least two in-conference MUN Institute alumni meetups

2. Tracks, identifies issues, and implements creative solutions to improve MUN Institute website traffic by 10% to 203,00 pageviews within the October 1, 2017 - May 30, 2018 timeframe. This includes any ideas that would spread awareness of MUNI to prospective parents and students.

Competencies

- **MUN Institute experience:** staffed or attended the MUN Institute within the last two years and strongly believes that others should benefit from this experience.
- **Editing skills:** strong editing skills and detail-oriented to improve team's quality of work.
- **Follow-through:** organized and empowers others to complete work by deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.
- **Communication:** able to reach out and engage with alumni across MUNI programs.

Cultural Fit

- **Bring out the Best:** You put in your best effort to produce world-class results.
- **Passion for MUN:** You want to share your passion for Model UN with others.
- **Open to Feedback:** You give and receive constructive feedback to improve your work.
- **Professionalism:** You communicate and work in a mature and professional manner.
- **Lifestyle Design:** You prioritize this role because it fits within your personal goals.

Mission for Editor of Community Development

Trains, develops, and manages a team of four Media Associates focusing on MUN community content to help increase traffic of the BestDelegate.com by 10% to 1.75 million pageviews total between October 1, 2017 to May 30, 2018.

Outcomes

1. Trains, develops, and manages the 4 Media Associates on the Community Development team to produce various media pieces by deadlines set on a publishing calendar:

- Monthly updates of the Awards standings pages
- Fall College Rankings, Spring HS Rankings, Spring College Final Rankings, College All-Stars Recognition Articles
- 6 recaps, liveblogs, or features about major conferences worldwide per quarter
- 6 articles per quarter that capture the fun side and shared experiences of MUN
- Guest posts submitted by MUN community leaders
- 35 Facebook MUN Meme Mondays or other viral content pieces (over 3 quarters)

2. Trains, develops, and manages a Partnerships Manager to complete the following tasks:

- Work with Editor, EIC, and Core Team to finalize Best Delegate partnerships process
- Complete 20 basic ad exchanges
- Complete 6 Conference Database updates
- Research ROI on conference sponsorship opportunities

3. Tracks, identifies issues, and implements creative solutions to improve Best Delegate website traffic by 10% to 1.75 million pageviews within the October 1, 2017 - May 30, 2018 timeframe. This includes any ideas that would create new community-oriented website pages or content that would increase traffic significantly.

Competencies

- **Familiarity with MUN:** staffed or attended the MUN Institute within the last two years OR has at least 2 years of MUN participation experience
- **Circuit expertise:** knowledge of major conferences, schools, circuits, and MUN values.
- **Outreach:** able to engage high-level MUN leaders to respond with information.
- **Editing skills:** strong editing skills and detail-oriented to improve team's quality of work.
- **Follow-through:** organized and empowers others to complete work by deadlines.

- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.

Cultural Fit

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Mission for Editor of MUN Education

Trains, develops, and manages a team of MUN Advisors focusing on MUN Education content to help increase traffic of the MUN Education website by 100% to 10,000 pageviews total between October 1, 2017 to May 30, 2018.

Outcomes

1. Trains, develops, and manages the team of MUN Advisors to produce various media pieces by deadlines set on a publishing calendar:

- 8 articles per quarter about MUN Advisor experience, MUN education methods, and interview with MUN Advisors
- Follow-up newsletters, webinars, and other campaigns related to the articles and videos about the MUN Institute experience

2. Work with Social Media Manager to promote MUN Education website and properties.

Competencies

- **Familiarity with MUN:** staffed or attended the MUN Institute within the last two years OR has at least 2 years of MUN participation experience
- **Editing skills:** strong editing skills and detail-oriented to improve team's quality of work.
- **Follow-through:** organized and empowers others to complete work by deadlines.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.

Cultural Fit

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Mission for Media Associate of Training Content

Produces the world's leading Model UN training articles and resources for to be used by MUN delegates and leaders from a wide range of experience levels.

Outcomes

1. Write 9 new articles over 3 quarters on strategies, training activities, or tips geared toward new delegates, advanced delegates, crisis delegates, conference organizers or chairs, or middle school delegates.
2. Publish 5 refreshed strategies and tips articles over 3 quarters by taking existing content and adding updates and improvements.
3. Work on improving standing resource pages on the website such as the Resources page, Getting Started page, Research Map, and NGO List, or on special projects to launch new resources.

Competencies

- **Training expertise:** world-class experience and expertise of training activities and tips for a wide range of delegate experiences; or prior experience as a BD Diplomacy Fellow.
- **Framing:** ability to break down concepts in a structural and contextual manner.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Strong writing skills:** written work requires minimal editing before publishing.
- **Innovative:** ability to identify and create solutions that solve MUN participant pain points.

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Mission for Media Associate of Community Development

Promotes the global Model UN community through conference recaps or blogs, regional news, rankings and recognition, guest posts, and fun articles and social media.

Outcomes

1. Write a minimum of 9 high-quality community-oriented articles over 3 quarters:
 - 3 articles will focus on recaps, liveblogs, or features about major Model UN conferences or news that is relevant to a geographical region or circuit
 - 3 articles will be general interest articles that showcase the fun side or shared experiences of Model UN
 - 3 articles of any MUN-related topic
2. Work with the Editor on projects to source information needed for recognition pieces such as Rankings and All-Star Teams, and other projects.

Competencies

- **Circuit expertise:** knowledge of major conferences and schools within a community or circuit (e.g. North America high school, North America university, THIMUN, etc.)
- **Outreach:** able to reach out and engage with Secretaries-General, Head Delegates, and other leaders within the MUN community to provide needed content or information.
- **Perspectives:** broad experiences and perspectives to produce content about a range of MUN topics such as awards/rankings, educational values, fun experiences, and memes.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Strong writing skills:** written work requires minimal editing before publishing.

Cultural Fit

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Mission for Media Associate of MUN Institute Alumni

Promotes the Model UN Institute experience and its alumni accomplishments through articles, webinars, newsletters, meetups, and more.

Outcomes

1. Over 3 quarters, works with the team to produce between 4-5 media-rich and well-written articles that share insights into the MUN Institute experience.

- Articles will be shared on newsletters and social media.
- Follow-up webinars related to the articles should be hosted to share in-person experiences from the MUN Institute with prospective parents and students.

2. Over 3 quarters, works with the team to publish between 4-5 articles, pages, or graphics that track and feature MUN Institute alumni success at conferences and in college admissions.

3. Works with the team to coordinate at least 2 in-conference MUN Institute alumni meetups.

Competencies

- **MUN Institute experience:** staffed or attended the MUN Institute within the last two years and strongly believes that others should benefit from this experience.
- **Strong writing skills:** written work requires minimal editing before publishing.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** comfortable with WordPress, social media, or graphic design.
- **Communication:** able to reach out and engage with alumni across MUNI programs.

Cultural Fit

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Mission for Social Media Manager

Promotes Best Delegate, MUN Institute, and MUN Education products and related content pieces via Facebook, Twitter, Instagram, and more to grow the follower count by 10% across all 9 social media properties.

Outcomes

1. Create & schedule 35 weeks (over 3 quarters) of multiple social media posts for all channels:
 - MUN Institute: Facebook, Twitter, Instagram
 - Best Delegate: Facebook, Twitter, Instagram
 - MUN Education: Facebook, Twitter, Instagram
2. Works with the rest of the Media Team to promote current projects and community engagement goals.
3. Works to promote and host at least 2 Webinars with other Media Team members.

Competencies

- **Marketing Expertise:** familiarity with marketing theory & social media audiences, and demonstrated understanding of social media best practices.
- **Familiarity with MUN:** has at least 2 years of MUN participation experience
- **Strong writing skills:** able to create engaging and tone-correct social media posts
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** comfortable with social media scheduling tools (Hootsuite, Buffer, etc.), Wordpress, etc.
- **Communication:** able to work closely with the Media Team to promote other team members' articles and projects on social media

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Mission for Multimedia Manager

Creates video and visual content pieces that will be used to promote Best Delegate, MUN Institute, and MUN Education products and projects.

Outcomes

1. Create 1 “How-to-Enroll” Video for the MUN Institute
2. Create & edit 24 short “Tip Videos” (over 3 quarters) to be shared weekly with our audiences
3. Work with the Media Team and Best Delegate Core Team to complete various graphic design projects and other short video projects

Competencies

- **Design skills:** has demonstrated experience creating high-quality visual multimedia content (videos, infographics, posters, flyers, etc.)
- **Media skills:** comfortable with video editing software (iMovie, Final Cut Pro, etc.) and image editing/creation platforms (Canva, Photoshop, InDesign, etc.)
- **Marketing expertise:** familiarity with marketing theory, social media audiences, and social media best practices.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Communication:** able to work closely with the Media Team to create video that is in line with the Team’s goals

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Mission for Content Manager

Creates high-quality “evergreen” content pieces that will be used to promote Best Delegate, MUN Institute, and MUN Education products and projects.

Outcomes

1. Edit & refresh all existing Best Delegate Guides (Diplomat, Ambassador, Crisis, and Parent)
2. Write & format 6 new Guides (over 3 quarters) on the topics of Conference Planning, Advisor Guide, and more.
3. Draft and complete a White Paper to showcase the benefits of Model United Nations.

Competencies

- **Familiarity with MUN:** staffed or attended the MUN Institute within the last two years OR has at least 2 years of MUN participation experience
- **Excellent writing skills:** demonstrated long-form prose skills; written work should require minimal editing before publishing.
- **Editing skills:** strong editing skills and self-assessing to improve quality of work.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.
- **Communication:** able to effectively communicate progress to your supervisor.

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Mission for Partnerships Manager

Works with the overall MUN community on Best Delegate's behalf to agree on partnership agreements that will promote Best Delegate, MUN Institute, and MUN Education products and projects to a larger audience.

Outcomes

1. Work with Core Team to finalize partnerships process and make necessary changes throughout the year
2. Execute on 20 ad exchanges per quarter
3. Complete 6 conference database updates per quarter

Competencies

- **Familiarity with MUN:** staffed or attended the MUN Institute within the last two years OR has at least 2 years of MUN participation experience
- **Circuit expertise:** knowledge of major conferences, schools, circuits, and MUN values.
- **Outreach:** able to engage high-level MUN leaders to respond with information.
- **Reliable:** organizes and completes work by agreed-upon deadlines.
- **Media skills:** experienced with WordPress, social media, and other media software.

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