

Mission for Editor-in-Chief

Best Delegate

Trains, develops, and manages a team of three Editors and 14 Media Associates to produce world-class content for two Best Delegate web properties and increase their cumulative traffic by 10% to over 1.81 million global pageviews between October 3, 2016 to May 15, 2017.

Outcomes

1. Holds three Editors and their respective Media teams accountable for completing over 200 high-quality deliverables on-time based on deadlines set in a publishing calendar.
2. Regularly tracks and grows overall web traffic for both BestDelegate.com and the Model UN Institute website by 10% each to 1.61 million pageviews and 203,000 pageviews, respectively, between the October 3, 2016 - May 15, 2017 timeframe.
3. Identifies and resolves issues faced by the team in terms of strategy, execution, or staffing. This includes ideas for major improvements that would boost traffic significantly, implementing processes so the team operates efficiently and effectively, or staffing and training the right people to serve in the right roles.

Competencies

- Wants to Win: does what it takes to ensure that the Media Team produces the world's best and most widely read MUN content.
- Problem-solving: skilled at identifying and resolving a variety of Media Team issues, particularly issues related to accountability to deadlines and quality of performance.
- Process-driven: utilizes organizational systems, processes, analytics, tools, resources, and training to ensure team is on track to meet goals and on the same page.
- Media skills: experienced with WordPress, Google Analytics, and social media.
- Innovative: ability to identify and execute on major improvements to the web properties.

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 Training Content

Best Delegate

Trains, develops, and manages a team of six Media Associates focusing on MUN training strategies and tips to help increase traffic of the BestDelegate.com website by 10% to 1.61 million pageviews between October 3, 2016 to May 15, 2017.

Outcomes

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

- 36 new articles that focus on strategies and tips for new delegates, advanced delegates, crisis delegates, conference organizers or chairs, and middle school delegates
- 36 refreshed articles 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
- Related social media posts

2. Tracks, identifies issues, and implements creative solutions to improve BestDelegate.com website traffic by 10% to 1.61 million pageviews within the October 3, 2016 - May 15, 2017 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 a BD Diplomacy Fellow
- 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 Community Development

Best Delegate

Trains, develops, and manages a team of four Media Associates focusing on MUN community content to help increase traffic of the BestDelegate.com website by 10% to 1.61 million pageviews between October 3, 2016 to May 15, 2017.

Outcomes

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

- Monthly updates of the Conferences Database
- Monthly updates of the Awards standings pages
- Five rankings, recognition, or all-star pieces
- 16 recaps, liveblogs, or features about major conferences worldwide
- 16 articles that capture the fun side and shared experiences of MUN
- Guest posts submitted by MUN community leaders
- 35 social media memes or viral content pieces

2. Tracks, identifies issues, and implements creative solutions to improve BestDelegate.com website traffic by 10% to 1.61 million pageviews within the October 3, 2016 - May 15, 2017 timeframe. This includes ideas for new community-oriented website pages or content that would increase traffic significantly.

Competencies

- Circuit expertise: knowledge of major conferences, schools, circuits, and MUN values.
- 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.
- Outreach: able to engage high-level MUN leaders to respond with information.

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 Best Delegate

Trains, develops, and manages a team of four Media Associates focusing on MUN Institute Alumni content to increase traffic of the MUN Institute website by 10% to 203,000 pageviews between October 3, 2016 to May 15, 2017.

Outcomes

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

- Nine articles about the MUN Institute experience
- One video about the MUN Institute experience
- Follow-up newsletters, webinars, and social media campaigns related to the articles and videos about the MUN Institute experience
- Nine 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 3, 2016 - May 15, 2017 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 Media Associate of Training Content

Best Delegate

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 six new articles on strategies, training activities, or tips geared toward new delegates, advanced delegates, crisis delegates, conference organizers or chairs, or middle school delegates.
2. Publish six refreshed strategies and tips articles 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.

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 Media Associate of Community Development Best Delegate

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 eight high-quality community-oriented articles

- Four articles will focus on recaps, liveblogs, or features about major Model UN conferences or news that is relevant to a geographical region or circuit
- Four articles will be general interest articles that showcase the fun side or shared experiences of Model UN

2. Work with the Editor on projects to either update the Conferences Database or to source information needed for recognition pieces such as Rankings and All-Star Teams.

3. Work with the team to produce 35 social media memes or other viral content pieces.

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

- 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 Media Associate of MUN Institute Alumni

Best Delegate

Promotes the Model UN Institute experience and its alumni accomplishments through articles, videos, graphics, social media, webinars, newsletters, and meetups.

Outcomes

1. Works with the team to produce nine media-rich and well-written articles and one video that share insights into the MUN Institute experience.
 - Articles will be shared on newsletters and social media.
 - Follow-up webinars related to the articles will be hosted to share in-person experiences from the MUN Institute with prospective parents and students.
2. Works with the team to publish nine 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 two 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 social media, Photoshop, video editing, or graphic design.
- Communication: able to reach out and engage with alumni across MUNI programs.

Cultural Fit

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- Open to Feedback: You give and receive constructive feedback to improve your work.
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