



bestdelegate

2018-2019 Global Media Team
Job Descriptions

About Best Delegate

Best Delegate is a global education company with the goal of providing MUN for All. We believe Model United Nations is the single best activity for preparing future world leaders. Best Delegate was co-founded in 2010 by Ryan Villanueva and Kevin Felix Chan, who met at a high school Model UN conference in Southern California. The two kept in touch on the college circuit and eventually decided to leave their corporate jobs to turn a blog that Ryan had started from his dorm room at Yale into a global education organization dedicated to helping others succeed in Model United Nations.

Best Delegate is a small team with big goals. Below, read more about the company's structure and our current projects to get a better sense of who we are and how the Global Media Team fits into our company's structure.

Core Team

The Best Delegate Core Team are the full-time members of the company who work in marketing, sales, operations, and more. They teach MUN workshops around the world, create partnerships with MUN and education organizations, and create new and exciting ways to spread MUN throughout the world.

Best Delegate Website

This website is where it all started! Back in 2007, the BD website was a blog where co-founder Ryan Villanueva wrote about his experiences in MUN. Now, the website hosts a wealth of resources for beginner, intermediate, and advanced MUN delegates who want to learn how to improve their skills.

MUN Institute

The MUN Institute is Best Delegate's world-class summer program for middle and high school students to learn about MUN and leadership. It's held at multiple campuses across the United States each summer, with programs for beginner delegates, advanced delegates, crisis delegates, and students who want to learn about MUN leadership like conference management.

MUN Education

MUN Education is a new branch of the Best Delegate family that is geared towards providing resources for MUN advisors and teachers around the world. It has information on MUN curriculum, conference selection, fundraising, and much more.

Best Delegate Global Media Team

The Global Media Team is a key part of Best Delegate's success and overall structure. It is a team of highly motivated and committed individuals who want to promote MUN education around the world. Each year, the Media Team is comprised of the best and most inspiring leaders from the high school- and college-level MUN circuits. They write informative articles, create new research tools, profile new MUN conferences and trends, and work hard to bring MUN to as many people around the world as possible.

If you are applying to be a part of the Best Delegate Global Media Team, take a look at our Cultural Values and Core Competencies that we look for in our team members:

Cultural Values

- **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.

Core 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
- **Familiarity with MUN:** has participated in MUN for at least 2 years
- **Problem-solving:** skilled at identifying and resolving any issues, particularly issues related to accountability to deadlines and quality of performance
- **Innovative:** ability to identify and execute on major improvements to the web properties
- **Editing skills:** strong editing skills and detail-oriented to improve 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
- **Communication:** able to work closely with other members of the Media Team to cross-promote articles and projects

Mission for Editor-in-Chief

Trains, develops, and manages a team of 2 Editors, 8 Media Associates, and 2 Independent Managers to produce world-class content for 3 Best Delegate web properties and increase their cumulative traffic by 10% to over 2 million global pageviews between October 15, 2018 to May 30, 2019.

Outcomes

1. Holds 2 Editors and their respective Media teams accountable for completing about 100 high-quality deliverables per quarter on time based on deadlines set in a publishing calendar.
2. Regularly tracks and grows overall web traffic for BestDelegate.com and the Model UN Institute website by 10% each to 1.8 million pageviews and 265,000 pageviews, respectively, between the October 15, 2018 - May 30, 2019 timeframe. Also works to increase traffic of the MUN Education website by 20% to 10,000 pageviews total during the same 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.

Expected Commitment

- The Editor-in-Chief of the Media Team should expect to spend 8-10 hours per week on Media Team-related tasks (planning, editing, website analytics, meetings, etc.)
- The Editor-in-Chief is expected to hold weekly or bi-weekly meetings with their Editors and Managers to ensure that all deliverables are on track
- The Editor-in-Chief is expected to attend weekly or bi-weekly check-ins with a member of the Best Delegate Core Team to update them on Media Team progress

Mission for Editor of Best Delegate Content

Trains, develops, and manages a team of 4 Media Associates focusing on content related to Best Delegate training resources and the greater MUN community in order to increase traffic to the Best Delegate website by 10% to 1.8 million pageviews between October 15, 2018 to May 30, 2019.

Outcomes

1. Trains, develops, and manages the 4 Media Associates on the Best Delegate Content Team to produce various media pieces by deadlines set on a publishing calendar:

- At least 6 articles per quarter that focus on strategies and tips for new delegates, advanced delegates, crisis delegates, conference organizers or chairs, and middle school delegates
- At least 2 articles per quarter about community news from the High School MUN circuit
- At least 2 articles per quarter about community news from the College MUN circuit
- Improvements of standing resource pages such as the Resources page, Getting Started page, Research Map, and NGO List

2. Works with the Media Associates on the Best Delegate Content Team to produce pillar content 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)

Expected Commitment

- The Editor of Best Delegate Content should expect to spend 6-8 hours per week on Media Team-related tasks (planning, editing, publishing, meetings, etc.)
- The Editor is expected to hold weekly or bi-weekly meetings with their Media Associates to ensure that all deliverables are on track
- The Editor is expected to attend weekly or bi-weekly meetings with the Editor-in-Chief to update them on the Best Delegate Content Team's progress

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. 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.

Special 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.

Expected Commitment

- The Media Associate of High School MUN should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Media Associate of High School MUN Content

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

Outcomes

1. Demonstrates knowledge of major conferences and schools in the global high school MUN circuit & writes a minimum of 9 high-quality community-oriented articles over 3 quarters:

- 3 articles should focus on recaps, liveblogs, or features about major high school Model UN conferences or news that is relevant to the global high school circuit
- 3 articles should be general interest articles that showcase the fun side or shared experiences of high school Model UN
- 3 articles can focus any MUN-related topic

2. Works with the Editor of Best Delegate Content on pillar content projects in the high school MUN sphere, including:

- The annual Top 150 North American High School MUN Recognition article
- MUN Institute high school summer program promotion

Special Competencies

- **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, etc.

Expected Commitment

- The Media Associate of High School MUN should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Media Associate of College MUN Content

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

Outcomes

1. Demonstrates knowledge of major conferences and schools in the global college MUN circuit & writes a minimum of 9 high-quality community-oriented articles over 3 quarters:

- 3 articles should focus on recaps, liveblogs, or features about major college Model UN conferences or news that is relevant to the global college circuit
- 3 articles should be general interest articles that showcase the fun side or shared experiences of college Model UN
- 3 articles can focus any MUN-related topic

2. Works with the Editor of Best Delegate Content on pillar content projects in the college MUN sphere, including:

- The Fall 2018 North American College MUN Recognition article
- The Spring 2019 Final North American College MUN Recognition article
- The annual North American Collegiate MUN All-Stars article

Special Competencies

- **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, etc.

Expected Commitment

- The Media Associate of College MUN should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Editor of MUN Institute & MUN Education Content

Trains, develops, and manages a team of 4 Media Associates focusing on content related to the MUN Institute and MUN Education, as well as Best Delegate Core Team activity, in order to increase traffic to the MUNI website and the MUNEd website between October 15, 2018 to May 30, 2019.

Outcomes

1. Trains, develops, and manages 4 Media Associates on the MUNI and team to produce various media pieces by deadlines set on a publishing calendar:
 - At least 6 articles per quarter about the MUNI experience or MUNI alumni successes
 - At least 6 articles per quarter about MUN Education resources and MUN advisor experiences
 - At least 4 articles per quarter about BD Core Team workshops and conferences
2. Tracks, identifies issues, and implements creative solutions to increase traffic to the MUNI website by 10% to 265,000 pageviews AND increase traffic to the MUNEd website by 20% to 10,000 pageviews within the October 15, 2018 to May 30, 2019 timeframe. This includes ideas for new resource pages or content that would increase traffic significantly.

Expected Commitment

- The Editor MUNI and MUNEd Content should expect to spend 6-8 hours per week on Media Team-related tasks (planning, editing, publishing, meetings, etc.)
- The Editor is expected to hold weekly or bi-weekly meetings with their Media Associates to ensure that all deliverables are on track
- The Editor is expected to attend weekly or bi-weekly meetings with the Editor-in-Chief to update them on the MUNI and MUNEd Content Team's progress

Mission for Media Associate of MUN Institute Content

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

Outcomes

1. Over 3 quarters, writes between 3-4 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 can 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 3-4 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.

Special 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.
- **Communication:** able to reach out and engage with alumni across MUNI programs.

Expected Commitment

- The Media Associate of MUN Institute should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Media Associate of MUN Education Content

Promotes MUN Education, its resources, and its classroom offerings through articles, advisor profiles, webinars, and more.

Outcomes

1. Over 3 quarters, writes between 3-4 articles that promote MUN Education, and share insights into the MUN Advisor experience, MUN education methods, and interviews with MUN Advisors, including:

- Promoting resources from the MUN Educations
- Promoting products from MUN Education, including Classrooms and Conference
- Organizing follow-up webinars related to the articles can be hosted for advisors to share experiences from MUN world and answer each others' questions

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

Special Competencies

- **Communication:** able to reach out and engage with advisors and teachers in the global high school and middle school MUN sphere.

Expected Commitment

- The Media Associate of MUN Education should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Media Associate of Core Team Content

Promotes the work of Best Delegate's Core Team, including team profiles, articles about workshops, partnerships, and more.

Outcomes

1. Over 3 quarters, writes between 3-4 articles that promote the work of the Best Delegate Core team, including but not limited to:

- Team member spotlights to promote team expertise
- Recaps of international MUN workshops conducted by team members
- Articles about high-profile partnerships and events organized between the BD Core Team and other education organizations

2. Work with Social Media Manager to promote Best Delegate website and properties.

Special Competencies

- **Communication:** able to reach out and engage with BD Core Team members and conduct interviews and create narratives surrounding team activities

Expected Commitment

- The Media Associate of MUN Education should expect to spend 2-4 hours per week on Media Team-related tasks (planning, writing, editing, meetings, etc.)
- The Media Associate is expected to attend weekly or bi-weekly meetings with their Editor to ensure that all deliverables are on track

Mission for Social Media Manager

Promotes Best Delegate, MUN Institute, and MUN Education products and related content pieces to grow follower counts by 10% across all 9 social media properties (Facebook, Twitter, and Instagram accounts for Best Delegate, MUN Institute, and MUN Education) from the period of October 15, 2018 to May 30, 2019.

Outcomes

1. Creates and schedules at least 1 post per week for all 9 social media properties, including:
 - Posts that promote newly published articles written by the Editorial team
 - Posts in coordination with the rest of the Media Team to promote current projects and community engagement goals
 - Posts that promote overarching Best Delegate, MUNI, and MUNed marketing goals (e.g., promoting MUNI registration deadlines)
2. Creates and documents new social media strategies for all 9 properties that modernize the properties and maximize follower retention.
3. Coordinates with Core Team Liaison on specific Core Team projects such as MUNI marketing, BD conference marketing, etc.

Special Competencies

- **Marketing Expertise:** familiarity with marketing theory & social media audiences, and demonstrated understanding of social media best practices.
- **Strong writing skills:** able to create engaging and tone-correct social media posts

Expected Commitment

- The Social Media Manager should expect to spend 5-8 hours per week on Media Team-related tasks (planning, designing, scheduling, posting, analytics, etc.)
- The Social Media Manager is expected to attend weekly or bi-weekly meetings with the Editor-in-Chief to ensure that all deliverables are on track

Mission for Conference Database 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. Complete monthly Conference Database updates from the conference submission form (8 total updates throughout the term)
2. Add conferences to the Database on a rolling basis that are submitted via email in a timely manner
3. Work with Core Team Liaison to research and implement alternative methods to display the Conference Databases on the BD website
4. Research return-on-investment on conference sponsorship opportunities

Special Competencies

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

Expected Commitment

- The Conference Database Manager should expect to spend 5-8 hours per week on Media Team-related tasks (correspondence, rolling and monthly database updates, research, etc.)
- The Conference Database Manager is expected to attend weekly or bi-weekly meetings with the Editor-in-Chief to ensure that all deliverables are on track