



BLOG AMBASSADOR APPLICATION

Do you love to write? Are you a storyteller? An aspiring journalist, blogger, or ad copywriter? CIMBA seeks motivated bloggers who can showcase their study abroad experience. These blogs are a great way to stay connected with family and friends, while sharing your adventures with prospective students and CIMBA alumni. This position will require approximately 7-8 blog posts for the semester term, and 3-4 blog posts for the summer term.

You are **not** required to be accepted to the CIMBA program before you apply for our financial awards. Award applications must be submitted to the CIMBA office by the following deadlines:

Fall Semester	May 15 th
Spring Semester	October 15 th
Summer Undergraduate	March 15 th

Position Overview

As part of the CIMBA Marketing Team, you will focus primarily on blog writing to share your experience with past and prospective CIMBA students, our consortium schools, friends, families, and more. We are looking for this team to use their creativity and personality to share their CIMBA experience!

Eligibility

- Hard working, outgoing, creative, and curious individuals
- Excellent research skills and attention to detail and accuracy
- Strong writing, editing, and proofreading skills
- Strong organizational skills
- Knowledge of Microsoft Office and/or Google Docs
- Interest in photography is a plus

Responsibilities

- Brainstorm blog ideas, create a blog calendar, conduct interviews as necessary, and write blogs for CIMBA Blog
- Craft blog posts based on existing material in order to draw traffic to our website and social media platforms
- Coordinate with Social Media Ambassadors to distribute and promote created blog posts
- Research and gather possible stories and information for future pieces
- Other duties as assigned

How to Apply

- 1) Visit <https://cimbaitaly.com/blog/> and take a look at some of the newer and older blog posts written by alums.
- 2) Put together a portfolio with the following information and submit to cimba-marketing@uiowa.edu:
 - Resume
 - Few paragraphs of introduction - Tell us about your relevant coursework, projects, experience, what you'd like to learn, future plans, and goals as a blog ambassador. (1 page)



- Two sample blog entries (One formal, one informal)
 - List of 4 possible blog post ideas and their titles
 - Links to samples of your online work, if available
- 3) Follow/Like our social media platforms. (For certain platforms, we will be examining past visual/written content and captions.)
- **Facebook (Main):** @CIMBAItaly
 - **Facebook (Parents):** @CIMBAParents
 - **Instagram:** @cimbaitaly
 - **Twitter:** @cimbaitaly
- 4) Submit application by applicable deadline.