



SOCIAL MEDIA AMBASSADOR APPLICATION

CIMBA seeks social media enthusiasts to showcase their experience abroad in real-time! Through Twitter, Instagram, and Facebook, you can share your experience with future CIMBA students all over the world. This position will require approximately 4-6 posts a week while abroad.

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 utilize various social media platforms 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! Our goal is to have our social media reflect the real CIMBA experience of many students.

Eligibility

- Knowledge of and demonstrated creativity with various social media platforms (predominantly Facebook, Instagram, Twitter, and YouTube)
- Hard working, outgoing, creative, and curious individuals
- Ability to quickly observe and adapt to CIMBA's tone and content
- Excellent research skills and attention to detail and accuracy
- Strong writing and verbal communication skills
- Strong organizational skills
- Social media marketing experience a plus
- Interest in photography is a plus
- Willing to commit to 1-2 hours per week, depending on class and travel schedule

Responsibilities

- Increase brand awareness through social media interaction
- Assist Marketing Team in managing social media accounts
- Assist Marketing Team in creating and implementing a social media schedule
- Monitor and respond to comments, posts, and messages for all social media accounts
- Increase the number of likes, followers, and subscribers
- Take photos and videos at events to post on social media accounts
- Brainstorm ideas to further social media presence and exceed goals
- Research and gather possible stories and information for future posts
- Grow relationships with consortium schools via social media
- Encourage the use of social media on campus with your peers



How to Apply

- 1) Put together a portfolio with the following information and submit to cimba-marketing@uiowa.edu:
 - Social Media Resume (1 page)
 - Few paragraphs of introduction - Tell us about your relevant coursework, projects, experience, what you'd like to learn, future plans, and goals as a social media ambassador. (1 page)
 - Two brief, past writing samples (Informal and consists of a few sentences)
 - Links to samples of your work, if available. You may also provide a compilation of snapshots on a single PDF document. (E.g. top IG posts, blogs, articles, videos, etc.)
- 2) 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
- 3) Submit application by applicable deadline.