



VIDEO AMBASSADOR APPLICATION

CIMBA seeks students experienced in filmography and video editing to showcase the CIMBA study abroad experience! Through videos posted on the CIMBA YouTube channel, you are tasked with filming and editing multiple videos about the CIMBA program and studying 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

This position is not available for the summer session.

Position Overview

As the Video ambassador, you will share the CIMBA experience with past, present, and future CIMBA students, as well as parents, faculty, consortium universities, and the world! Qualified students for this position are creative, personable, and have some prior experience with the filming and editing process. Experience does not have to be professional.

As part of this position, you will work in conjunction with the CIMBA staff and social media team to decide on video topics, content, and style. You will have the freedom to choose your style of video, whether it's a vlog, music over footage, etc. Your goal is to create great videos that accurately showcase the CIMBA experience and need-to-know study abroad information for students back in the U.S.

Eligibility

- Experience with creating and editing videos
- Passion for visual storytelling
- Demonstrated knowledge of digital video cameras, smart phones, audio equipment, stabilizers, etc.
- Experienced with video editing tool/platform
- Good teamwork and collaboration skills
- Hard working, outgoing, creative, and curious individuals not afraid to approach the public
- Ability to quickly observe and adapt to CIMBA's tone and content
- Excellent attention to detail and accuracy
- Excellent organizational skills
- Social media marketing experience a plus
- Interest in photography is a plus

Responsibilities

- Produce video content in support of branding, recruiting, marketing and promotions
- Edit digital video from raw files to finished worked using editing software of your choices
- Deliver finished projects and images by established deadlines
- Increase brand awareness through video content and re-sharing on social media



- Assist Marketing Team in providing video content for social media
- Collaborate with team on creative new ideas to deliver fresh and creative ideas for content
- Increase the number of likes, followers, and subscribers with video content
- Assist with shooting video footage of CIMBA events to provide content for marketing promotions
- Provide input/recommendations on how best to deliver impactful videos and interviews
- Brainstorm ideas to better provide CIMBA prospects with program information

How to Apply

- 1) Put together a portfolio with the following information and submit to cimba-marketing@uiowa.edu:
 - Resume (1 page)
 - One page statement detailing why you are the best candidate for this award - Tell us about your relevant coursework, projects, experience, what you'd like to learn, future plans, and goals as a video ambassador.
 - Submit a 1-2 minute video sample showcasing your film style and ability.
 - ✓ This video can be made specifically for this application or can be a previously made video.
 - ✓ Sample video topics are not limited to study abroad or travel.
 - ✓ Video must be filmed, edited, and produced by you.
 - ✓ If this video was used anywhere on social media, please provide the link or snapshot of the post (caption, image, title, and engagement from viewers).
 - Links to samples of other work, if available.
- 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.