**Application For YJA Executive Board**

**Position: Director of Public Relations**

**Name:**

**Email:**

**City, State:**

**Phone Number:**

**Date of Birth, Age:**

**Times Available for Interviewing** (i.e. Mon evenings)**:**

**Instructions**

1. **Director** applications are due **Wednesday, July 10th** 11:59 PM PST.
2. Complete this application, including the associated work product - **help us get to know you!** 
   * **Check your eligibility for the position at** [yja.org/elections](https://yja.org/elections)**.**
   * You can apply to more than one position. For a list of positions and their descriptions, see [yja.org/elections](https://yja.org/elections).
3. Submit **all** parts of your application by using the **Submit Application** button at [yja.org/elections](https://yja.org/elections):
   * Written application (Word Document), file name “NAME – Director of Public Relations Application”
   * Resume (PDF), file name “NAME – Resume”.
     + If you are in high school or college and do not currently have a resume, please email [elections@yja.org](mailto:elections@yja.org) for instructions on what to submit instead!
   * Work product - please see instructions in the application.
4. We’ll contact you by **email** to schedule an interview. This email could come anytime between when you submit your application and July 23rd - please respond promptly! Interviews will take place on a rolling basis - we HIGHLY encourage you to submit as soon as your application is completed!
5. If you have **any** questions or concerns along the way, please don’t hesitate to email us at [elections@yja.org](mailto:elections@yja.org). Have fun and good luck - we can’t wait to hear from you!

*All of the information in this application is true to the best of my knowledge. If I am offered a position on the YJA Executive Board and accept it, I will fulfill the duties of that position to the best of my ability!*

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**Signature (sign or type your name) Date**

**Application**

*Please limit each answer to* ***no more than 150 words****.*

1. Based on the position description listed below, what makes you most suited for the role of Director of Public Relations (i.e. past experience, proficiency in design software, career aspirations)? What do you expect some of your strengths and weaknesses to be as Director of Public Relations?
2. What do you think is YJA’s biggest area for improvement with respect to Public Relations? How do you propose we make an improvement?
3. The Director of Public Relations must often think of creative ideas to publicize YJA’s events. Take one of our events (you can look back into Facebook events on the [YJA Facebook Page](file:///Users/MonikaJain/Downloads/facebook.com/youngjains) or any Regional Facebook group), identify, if any, a potential outreach problem, and tell us what creative solutions you have to publicize that event and make it more successful. Be mindful of your audience (age, geography, etc.).
4. Please list your other commitments for the 2019-2020 year.

OPTIONAL: If there is anything else you would like us to know about your background with Jainism, Jain communities, or Jain-related activities you have participated in, please write it below. Your application will not be negatively affected if you do not answer!

**Position Description – Public Relations**

**The primary duties of the Director of Public Relations shall include, but not be limited to:**

1. Acting as liaison for YJA and outside entities, communicating YJA's updates and initiating joint projects with the aforementioned entities. These entities include but are not limited to JAINA, YJP, YJUK, YK Perth, YJ Nairobi, and Jain Digest;
2. Creating and keeping regularly updated a posting calendar for all YJA social media channels and communication outlets;
3. Assisting in editing all written communication between the Executive Board members and outside entities;
4. Working with Directors and Regional Coordinators to compile relevant information for bi-monthly e-newsletter;
5. Preparing, editing, and sending out bi-monthly e-newsletter to the Organization’s members;
6. Acting as the chief promoter of YJA’s projects and activities to JAINA and sanghs;
7. Promoting other Board member’s work and YJA initiatives by:
   * Working closely with the Regional Coordinators to create graphics and fliers to promotes events; and
   * Creating advertising materials for projects and activities, including by not limited to Facebook posts, tweets, Instagram posts, fliers and other promotional material.
8. Maintaining organizational media archives including but not limited to photos from events, video and any press or media coverage;
9. Utilizing relevant analytics and tracking data to constantly document and improve upon the organization’s digital and advertising reach; and
10. Fulfilling their individual obligations as set forth in the YJA Operating Manual.

**Work Product**

**Background**

The work of the Director of Public Relations is truly the face of YJA! Anything they create – event graphics, videos, email newsletters, tweets, Snapchats, etc. – is meant to communicate YJA’s activities and reach a large group of youth that are diverse in terms of their age and geographic location. It’s important to consider with any PR or social media effort how you can use different channels to reach across our membership.

**Task**

Provide two samples of work you have created for either an event or organization. This can include graphics, videos, email newsletters, etc.

Along with your samples of work, provide us a short (no more than 100 words each) explanation for each piece of of 1) how you created the work (Canva, Illustrator, Photoshop, hand-drawn, etc.) and 2) how would you use it overall as a part of a marketing campaign. What social media channels would you want to release it on? What other things – graphics, text for posts or tweets – would you need to truly create a marketing effort around this piece and for the event or organization?

One of the responsibilities of the Director of Public Relations is creating an introductory video for the incoming Executive Board. In no more than 200 words, please provide an idea and supporting outline for this video. Feel free to visit the YJA Youtube channel to see examples from previous years.

**Submit your files (JPG, PNG, or include a link in your document) as well as the document (Word is fine) with your short explanation and name the files “NAME – PR Work Product 1”, “NAME – PR Work Product 2”, etc.**

**Note:** We may ask you for additional work products later in the application process.

If you have ***any***questions, difficulties, or confusion, **please don’t hesitate** to email us - [elections@yja.org](mailto:elections@yja.org)! We’re happy to help!

**FAQs and Tips**

**Q: Can I apply for more than one position?**  
A: Yes, you can apply for more than one position! You must submit a separate application for each position you are interested in. During your interview, we will likely ask you what is your order of preference among the positions you applied for.

**Q: What if I’ve never been involved with YJA? What if I’ve never been to pathshala? What if I come from a small town where we have no Jain temple, or no Jain center?**  
A: There is no “required” background with Jainism to be on Executive Board. It doesn’t matter if you’re from a big city or a small town, if you’ve been to every convention or if you just started learning more about Jainism this past year - we’re looking for enthusiastic, hard-working people who are excited about helping connect Jain youth across the country, period. If that’s you, apply!

**Q: What if I don't live near a Jain community, sangh or temple?**

A: No problem! Board members have lived all over the country - sometimes even working from abroad! - without any issue. It is important to us to have the perspective of Jain youth in all different situations, including those who do not have easy access to a Jain community.

**Q: What if I’ve never held a position like this before?**  
A: Again, there is no “required” set of experiences to be a good fit for Executive Board - our current board has graduate students, working professionals from various industries, college, and even high school students! We want to hear about the skills and interests you have, but there are also many that we can teach you! When thinking about what you want to apply for, look for the position description that is a good fit with both your background and your interests.

**Q: What is a work product?**  
A: The work product is an example of something that the Board member holding that position does as a part of their day-to-day YJA responsibilities. Seeing a work product allows us to better understand your working style, and what you might create or do if you were in that position on the YJA Board. Work products will be looked at in the context of your application and background, so again, don’t worry if you’ve never done something like this before! Just follow the instructions and do your best.

**Q: Why are you asking for a resume?**  
A: We’ve found that involvement with Jainism is not the only thing that helps us as Executive Board members - we all use skills and experiences from school, internships, work etc. as well! Seeing your resume gives us a quick look into this background. No need to modify, just send us your existing resume as-is. Again, if you are in high school or college and don’t have one yet, email us at [elections@yja.org](mailto:elections@yja.org)! This will not negatively affect your application.

**Q: Should I talk about my activities or work experience extensively in my application?**  
A: Don’t rehash your resume in your application. No need to provide us lists of your activities or accomplishments in application answers - use examples as appropriate, but first and foremost make sure you’re actually answering the questions and helping us learn more about you!

**Q: Is the word limit a hard restriction or an approximate guideline?**  
A: Stick to the word limits. Less is more!

**Q: Any other tips for application writing?**  
A: Proofread your application - typos, grammar and spelling mistakes all make it more difficult to understand what you're trying to convey.