# **Application for YJA Executive Board**

Position: Director of Public Relations

Name:

Email:

City, State:

Phone Number:

Date of Birth, Age:

Times Available for Interviewing (ex. Mon evenings):

## Instructions

1. Applications are due **Friday, July 31st at 11:59 PM PST.**
   1. Complete this application, incl. the associated work product - help us get to know you!
   2. Check your eligibility for the position at [yja.org/elections](https://yja.org/elections).
   3. You can apply to more than one position. For a list of positions and their descriptions, see [yja.org/elections](https://yja.org/elections).
2. Submit **all parts** of your application by using the *Submit Application* button at [yja.org/elections](http://yja.org/elections):
   1. Written application (Word Document), file name “NAME – Director of Public Relations Application”
   2. Resume (PDF), file name “NAME – Resume”.
      1. 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!
   3. Work product - please see instructions in the application.

## Next Steps

1. If selected for an interview, we’ll contact you by **email** to schedule it anytime between when you submit your application and August 15. Please respond promptly! Interviews may take place on a rolling basis, so we HIGHLY encourage you to submit as soon as your application is completed!
2. 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 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, unless otherwise noted

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, career aspirations)? What are some of your strengths and weaknesses, and how would you apply them to this role?
2. What is your proficiency with different design softwares, such as Canva, Photoshop, InDesign, Illustrator, After Effects, Final Cut Pro X, etc.?
3. What do you think is YJA’s biggest area for improvement with respect to public relations? How do you propose we make an improvement?
4. 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](https://www.facebook.com/youngjains/) or any [Regional Facebook group](https://www.facebook.com/youngjains/groups)), 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.).
5. With various different events and projects simultaneously occurring across the organization, it is often difficult to effectively publicize these initiatives. What steps would you take to ensure that YJA PR remains balanced - promoting YJA’s content without oversaturating its various media outlets?
6. Suppose you are working on a team and have a call scheduled to discuss the future launch of a new initiative. What questions regarding the initiative would you need to ask to be able to effectively develop a marketing strategy for the launch?
7. Please list your other commitments for the 2021-2022 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. Additionally, if you have a design portfolio online, please share the link here! Your application will not be negatively affected if you do not answer!

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## Work Product

Please complete Task A and Task B

### 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 effectively reach across our membership base.

### Task A

Provide a sample of work (graphic, video, newsletter, etc.) you have created for an event or organization in the past. Along with this sample, please also include a brief explanation (no more than 1-2 sentences) on how you created the work/ what tools or softwares (Canva, Illustrator, Photoshop, etc.) you utilized to create it. Only one sample is required, but feel free to provide more if you’d like.

**Submit your files (JPG, PNG, MP4, or include a link in your document) as well as the supporting Word document with your short explanation and name the files “NAME – PR Work Product A-1”, “NAME – PR Work Product A-2”, etc.**

### Task B

The Director of Public Relations is responsible for coordinating parallel workflows for YJA in order to execute a PR campaign. One of the very first campaigns that you’ll plan is the strategy for YJA’s annual Giving Tuesday fundraiser, which takes place after Thanksgiving. This fundraiser is all about encouraging the YJA community to give back to YJA, so we want to invoke feelings of good will, nostalgia, and warmth.

For this task, we would like you to create your marketing strategy for the campaign. In your strategy (no more than 500 words) be sure to discuss the key messages you would want to get across, the social media platforms/ avenues of communication you would leverage, the audiences you would target, and how you would utilize your committee members and fellow board members to execute your approach.

In addition to the marketing strategy for the YJA Giving Tuesday fundraiser, we would like you to also create a graphic for this fundraiser (you can assume the dates for the fundraiser are November 15-30, 2021). Please design an Instagram Feed post for this fundraiser. Keep in mind that you don’t need to include all of the above details of the fundraiser in your graphic - be thoughtful and selective with which details you choose to include.

**Submit your files (JPG, PNG, or include a link in your document) as well as the supporting Word document with your marketing strategy and name the files “NAME – PR Work Product B-1”, “NAME – PR Work Product B-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 at [elections@yja.org](mailto:elections@yja.org)! We’re happy to help!

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## Position Description

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

1. Acting as the chief promoter of the Organization’s projects, initiatives and activities by:
   1. Working with Directors to promote new content releases by creating graphics and other advertising materials;
   2. Working closely with the Regional Coordinators and the Director of Events to promote events by creating graphics, fliers, and other advertising materials;
   3. Establishing a protocol for all Board members to follow when submitting social media post and campaign requests;
   4. Developing PR plans for events, initiatives, campaigns, and events; and
   5. Maintaining and strengthening the YJA Brand;
2. Managing the Organization’s social media platforms (Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok etc.), by:
   1. Designing, reviewing, and scheduling posts for all projects, initiatives, and activities; and
   2. Responding to messages and requests sent to the Organization on any platform;
3. Creating and keeping regularly updated a posting calendar for all of the Organization’s social media channels and communication outlets;
   1. This includes actively advertising (emails, phone calls, social media) the Organization’s events and projects;
4. Assisting in drafting and editing public statements made by the Organization;
5. Acting as a liaison for the Organization and outside entities, communicating the Organization’s updates, and initiating joint projects with the aforementioned entities. These entities include but are not limited to JAINA, YJP, YJUK, YJ Perth, YJ Nairobi, and Jain Digest;
6. Utilizing relevant analytics and tracking data to constantly document and improve upon the Organization’s digital and advertising reach;
7. Maintaining the Organization’s media archives including, but not limited to,
   1. Photos from events, in conjunction with the Director of Events and Regional Coordinators;
   2. Videos, in conjunction with the Director of Publications;
   3. Public statements made by the Organization; and
   4. Press or media coverage;
8. Utilizing a Committee as needed to support these initiatives; and
9. Fulfilling their individual obligations as set forth in the YJA Operating Manual.

## Eligibility Requirements

1. Minimum age requirements:
   1. Are a minimum of eighteen (18) years of age (as of July 31, 2021); OR
   2. Are a minimum of sixteen (16) years of age (as of July 31, 2021) and have either:
      1. Served as a recognized Local Representative, Subcommittee, Project Team, or Convention Committee member with a letter of recommendation from a current Executive Board member; OR
      2. Submit, with their application, a letter of recommendation from a member of the executive committee from their local Jain center.
2. Maximum age requirements:
   1. Are not 30 years of age until after September 15, 2022.

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## FAQ 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 may ask you for 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 the 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 the 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 helps us 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, and work, 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: No need to rehash your resume in your application - use examples as appropriate, but make sure you’re actually answering the questions and helping us learn more about you!

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