APPLICATION FOR

**MARQUETTE WIRE ENGAGEMENT DIRECTOR**

ACADEMIC YEAR: 2024-25

Reports to: Executive Director of The Wire

Works closely with: Production Director, Editorial Director

Direct reports: Social Media Manager, Circulation Manager, Community Outreach Manager, Insights Manager, Newsletter Editor

This role is generally filled by a senior (or advanced junior) who has completed extensive core courses and has practical experience through student media or professional positions, including internships.

Position Purpose:

The Engagement Director oversees and coordinates the digital, social, and community-focused operations for the Marquette Wire. The Engagement Director is expected to be knowledgeable about issues and events important to Marquette and higher education and have excellent management, writing, editing, organizational, outreach, and communication skills.

The Engagement Director is the supervisor of all members of the engagement desk. She/he/they budgets and assigns all engagement content, oversees community outreach and engagement projects, and leads a team focused on external image and reputation. The Engagement Director is expected to work closely with the Editorial Director and Production Director to coordinate content and provide insights and analytics to guide data-driven decisions across the organization. The Engagement Director is responsible for setting deadlines, holding weekly meetings, and recruiting, interviewing, hiring, and training engagement staff.

The Engagement Director is expected to create and maintain a professional, upbeat learning environment, provide members of the engagement desk with insight and resources, and maintain a professional reputation in the community. The Engagement Director will ensure consistent, productive, and constructive communication between all engagement staff members.

The Engagement Director should attend manager meetings, Wire all-staff meetings, and Wire training week (typically the week before classes begin).

Specific job duties:

· Oversees all engagement content and outreach for the Marquette Wire.

· Trains and oversees all engagement desk members, whether paid or volunteer, including the social media editor, circulation manager, newsletter editor, analytics editor, and community outreach coordinator.

· Works closely with the Editorial Director and Production Director to coordinate coverage and outreach.

· Curates data-driven research and insights to provide guidance to the Wire for improving content and coverage.

· Provides a weekly budget for the engagement desk, including social media, newsletter, and community events.

· Supports editing online and print stories, videos, and audio for content and grammar.

· Runs weekly desk meetings and assigns responsibilities to the engagement team.

· Recruits, interviews, and hires the following desk staff: the social media editor, circulation manager, newsletter editor, analytics editor, and community outreach coordinator, whether paid or volunteer.

· Attends weekly manager meetings.

· Attends all-staff meetings.

· Plans and attends weekly desk meetings.

ENGAGEMENT DIRECTOR APPLICATION

NAME:

ACADEMIC MAJOR:

MINOR:

OVERALL GPA:   
GPA IN MAJOR:

YEAR IN COLLEGE:

E-MAIL:

CELL PHONE:

TOP THREE SKILLS YOU POSSESS FOR THIS POSITION:

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Which of the following courses have you taken?

☐ JOUR 4150: Investigative Reporting

☐ JOUR 4730: Social Justice Reporting

☐ COMM 3800: Media Law

☐ COMM 3900: Ethical Problems in Mass Communication

☐ DGMD 2205: Production Techniques

☐ DGMD 2250: Intermediate Digital Media Production

What other COMM, DGMD, JOUR, or other College of Communication courses have you taken that you believe are relevant to this role:

Other types of coursework that may be relevant to a specific position (beyond MU core):

Science breadth (e.g., physics/chem/bio/biomed/psych):

Business/Economics:

Computer Programming/Engineering:

Other (and why):

Please respond as succinctly as possible to each of the following:

1. How would you assess the current student media content? What would you like to change or improve?
2. What work within student media has prepared you for this leadership role?
3. Describe your management style, handling interpersonal conflicts, and motivating and supporting co-workers or others.
4. What is your overall vision for student media, and what specific things would you hope to accomplish if chosen?
5. What strategies or steps need to be taken to make Marquette students aware of student media and keep them engaged throughout their time here?

What to Expect at the Student Media Interview

The interview will involve voting members of the Board for Student Media, which consists of representatives from the College of Communication, the College of Arts and Sciences, the Jesuit community, MUSG, the Graduate School, and the Provost Office.

Relevant student media managers and advisers have the opportunity to offer feedback on the candidates to the board. However, they do not have a vote. The candidates will be discussed, and the board will vote via a closed ballot. The individual who receives most of the votes will be awarded the position. Proxies will not be accepted. Each board member must be present to vote.

Students will be informed of the decision by Prof. Kris Holdak, chair of the student media board, as soon as a quorum of the Board has voted, typically at the interview's conclusion.

Tips:

· Dress professionally. The board considers this a high-profile, professional position, so dress the part to the best of your ability.

· You may want to bring along a copy of your application and resume to reference when board members ask questions.

· Arrive at least 10 minutes early for the interview.

· Please wait outside the room until your name is called.