

Hello FIMS friends!

Welcome to the 2017/2018 Street Team application! Street Team is the FIMSSC student run marketing team. This team is in charge of promoting all FIMSSC events for the year by producing promotional content and running marketing campaigns. Sounds professional but it basically means we get to create cool graphics and quirky videos, add some production experience to our resumes, and meet a lot of people in our faculty! We wanted to create a very broad and simple application so that you can let your individual experiences shine!! Don't be intimidated. Street Team benefits from a broad range of personalities and skill levels so work with what you have and we look forward to reading your application! Email us your application at fimssc.streetteam@gmail.com before 11:59 pm on **Monday September 25th**.

Let's break this down.

In years past, Street Team has operated on an open meeting/general members format. This year, we wanted to switch it up so as to be more cohesive and consistent as a team. Street Team 2017/2018 will be a small team of chosen applicants who are committed to weekly meetings, as each meeting will require their valued contribution. In these one-hour meetings, the team will brainstorm and sketch design ideas, create graphics, videos and other content, and plan promotional campaigns within the FIMS community. Street Team is both a production and promotions team. This means we are looking for a balance of students who have technical experience (ex. videography, photography, film, experience using Adobe suite, iMovie etc.) and students who have the soft skills to come up with content ideas and execute online and in-person campaigns that will make people excited about FIMS!

Alright, let's start this puppy!

Name:

Year:

If in first year, indicate the residence you are in or if you are an off campus student:

1. Tell us about yourself! Who are you? What are you passionate about? This does not have to be related to the position at all. We just want to get to know you! (maximum 150 words)
2. Why do you want to be on FIMS Street Team? What are you hoping to gain or learn by being on the team? (maximum 200 words)
3. What skills, experiences and/or qualities do you have that make you the best candidate for this team? (maximum 250 words)

(Examples of production experience: using program such as Adobe suite, Photoshop, iMovie, Sony Vegas, Canva, Coding languages **etc.**)

(Examples of promotions experience: photography, event planning and marketing experience, visual arts, yearbook club, student council, customer service, social media knowledge **etc.**)

4. The FIMSSC is holding a sweatpants party! The event will be taking place on November 20th in the Mustang Lounge (the UCC event venue) to celebrate exam season attire and to break down the negative connotation associated with wearing sweats to the bar.

Your job is to complete **one** of the following tasks to promote the event. For options a-c, feel free to use any program you see fit or sketch out the design if you don't have the know-how or access to a program.

- a) Create a logo
- b) Create a poster
- c) Create a short (30- 60 second) promo video using any program you see fit (ex. Adobe premiere, iMovie, etc.)
- d) Write a maximum 200-word explanation of how you would promote the event online and/or in person. Try to be detailed! What would you want the production team to create? How would you promote it? What does your in-person or online campaign look like? (Ex. posters and a booth in Saugeen cafeteria)

Last but not least, if you have any portfolio work you think we should see, include a link or attach a maximum of three works in the email submission of your application. Note: we will only look at the work included in the original submission of your application so please make sure you include exactly what you want us to see before you click send! Thank you in advance.

