Tower Center Student Forum Information Regarding The Director of Public Relations Position

Each year, the Tower Center Student Forum interviews students for the position of Director of Public Relations. Only one position is open. The Director of Public Relations exists to better communicate the opportunities and events that the Tower Center offers to the students on campus. As such, the position requires time with social media, emailing, and other means of getting-the-word-out.

Students interested in the areas of or studying communications, business administration, political science, or economics are certainly well fit for this position.



To apply for the position of the Director of Public Relations for the Tower Center Student Forum, please provide the following materials:

Director of Public Relations Application

- 1. Cover Sheet (this page)
- 2. Short Answers (see second page)
- 3. Development Proposal (see second page)
- 4. Résumé

After submission, you will be required to interview with the Tower Center Student Forum. You will be contacted by email with a list of available interview times, and the Tower Center Student Forum will try to accommodate your class schedule.

Name:	Major(s):	
Email:	Minor(s):	
Phone:	Grad. Year:	
SMU ID:	GPA:	

John G. Tower Center for Political Studies 203A Carr Collins Hall or email to tcsf@smu.edu

Short Answers

Please type your answers on a separate sheet of paper and attach it to your application.

- 1. What past experiences (positions held, actual experiences and circumstances, etc.) do you have that qualify you to hold the position of Director of Public Relations?
- 2. What do you hope to gain from this position, and how does it pertain to your future goals?
- 3. What other time commitments will you have in the 2013—2014 academic year?

Development Proposal

Please type your proposal on a separate sheet of paper and attach it to your application.

The Tower Center Student Forum exists to better unite the Tower Center and Southern Methodist University's student body. This is accomplished in a multitude of ways. The Tower Center Student Forum (1) provides research opportunities through its unique policy committees, (2) publishes a handful of undergraduate research papers within its annual journal, and (3) invites students to participate in Tower Center events and functions. As the Director of Public Relations, your job will be to ensure that SMU's student body is aware of these three areas of the Tower Center Student Forum. More than that, though, you will be charged with ensuring that each event is publicized to the student body. In essence, you will be working to brand the Tower Center Student Forum.

In your proposal, please outline how you intend to better brand the Tower Center Student Forum throughout the campus community. How will you advertise each event to the student body? What other ideas, plans, or approaches do you have?