



team member application

Contact Information *please print*

I am NOT a paid Ready and Willing Member. *\$40 application fee applies.*

I am already a paid Ready and Willing Member. *\$40 application fee is waived.*

Name _____

Address _____

Phone _____ Email _____

Professional Experience

Years of Experience: 0-3 years 3-6 years 6+ years

My years of experience are in: Creative Service Account Service

Areas of Expertise *check all that apply*

- Print Interactive/Digital Multimedia/Video Environmental/Experience/Events
 Pre-press Production User Experience Information Architecture Web Development
 Flash Development Social Media Mobile Apps Web Analytics SEO/SEM
 Public Relations Illustration Copywriting Radio Photography

Submit resume with application. If you are applying as a creative, please provide a URL to your online portfolio or send a PDF with no more than ten (10) samples via email to info@readyandwilling.org.

Online portfolio URL: _____

What's your motivation?

Explain what you expect to gain from participating on a Ready and Willing project team? What would make you a valuable addition to a Ready and Willing Team? I am interested in participating because:

Availability

“X” out all the times when you are NOT available in a typical week.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7	7	7	7	7	7	7
8	8	8	8	8	8	8
9	9	9	9	9	9	9
10	10	10	10	10	10	10
11	11	11	11	11	11	11
12	12	12	12	12	12	12
1	1	1	1	1	1	1
2	2	2	2	2	2	2
3	3	3	3	3	3	3
4	4	4	4	4	4	4
5	5	5	5	5	5	5
6	6	6	6	6	6	6
7	7	7	7	7	7	7

Over the course of the next six (6) months, are there any vacations or “black out” dates that will impact your ability to participate fully in a project team? List them here.

Fees & Legal

There is a \$40 non-refundable application fee for non-members. (Fee is waived for paid Ready and Willing members.) I understand that my application will not be processed until this fee is paid in full.

NOTE: Any non-members placed on a Ready and Willing project team are required to become a fully paid member before project commences. The balance of a \$125 membership fee (less \$40 application fee) will be owed at that time.

Check for \$ _____ is enclosed, payable to Ready and Willing, Inc. Check number _____

I want to pay online (through PayPal). Please send me an invoice to this email address:

Mail completed application to: Ready and Willing / PO BOX 50202 / St. Louis, MO 63105-9998

By signing below, I certify that 1) the information I have submitted on this applications is truthful and legitimate to the best of my knowledge; 2) I have read, understand, and agreed to the Ready and Willing team member agreement.

Applicant Name *please print* _____

Applicant Signature _____ Date _____



team member agreement

It is Ready and Willing's Mission to:

Enrich St. Louis Advertising and Marketing Professionals through partner, network, mentor and education opportunities.

Provide a forum for St. Louis Advertising and Marketing Professionals to be connected to the most contemporary trends and practices in the industry.

Impact the St. Louis Community in a positive way.

Promote the St. Louis Community on the local, regional, and national levels utilizing the universal language of visual arts.

Empower the people of St. Louis to collaborate as a community for the advancement of the community.

Our Guidelines Relating to Ready and Willing Projects

- 1) Please complete our Ready and Willing Team Member Application in order to be considered for a project team. If chosen for a team, we will discuss expectations our first meeting. This will speed along the process by providing answers to preliminary questions before we begin working with the client(s). No work will begin prior to this meeting.
- 2) As advertising professionals, our skills lie in developing and crafting creative ideas. Together, with a team of Ready and Willing team members and the clients, we complete marketing and advertising campaigns/materials that accomplish the goals set forth by our clients.
- 3) Though we want each team member to independently explore solutions for client projects, we expect teams to function in a professional demeanor simulating a business/agency environment.
 - 3-a) Account Services (includes all levels of Account Service and Client Relations) is responsible for the daily communication and project management of assigned project. {see Account Service Job Descriptions attached}
 - 3-b) Creative Services (includes all levels of Creative and Production) is responsible for initial creative concepts and mock ups, refinement and final print ready files per client direction. {see Creative Service Job Descriptions attached}

NOTE: *Please anticipate three (3) initial concepts. The final concept will be subject to any necessary, mutually agreeable revisions between client and team.*

- 4) Ready and Willing team members should anticipate a set production schedule and communication parameters outside typical full time scheduling for meetings and presentations. This ensures that we are spending our time where we can have the most impact for our clients.
- 5) Account Services and Creative Services team members will have one individual each (based on "title" and experience) to represent Ready and Willing in client relations. Let it be acknowledged that overall creative concept may be subject to client board or client committee approval.

- 6) Your flexibility is critical to our Ready and Willing team member teams. This means that meetings will take place outside normal working hours (before 8:00 am and after 5:30 pm).
- 7) Our time and talents are free. Ready and Willing is not permitted to accrue any outside expense or costs. Any out-of-pocket costs must be contracted directly between client and vendor of choice. This means printing, broadcast, interactive, media, etc...
- 8) If asked by client to recommend printing/broadcast/interactive vendors a list will be supplied by Ready and Willing team.
 - 8-a) If asked to provide coordination and trafficking to such vendors, we will do so with all due diligence to the same degree we would for paying clients. Ready and Willing will not ask vendors to donate their time, etc. (This is the responsibility of the client.)
 - 8-b) If no coordination and trafficking to such vendors is required, Ready and Willing team leaders will turn over a production ready CD/DVD (or applicable file type) to client's delegated point person.
- 9) Upon completion of your project Ready and Willing asks that your team complete a survey of services rendered.
- 10) At the time of publication/airing Ready and Willing is released to utilize completed materials/campaign on the Ready and Willing website, Promotional/Marketing materials/events as well as samples within Ready and Willing team portfolios.

Account Service Job Descriptions

Senior Account Executive (Team Lead)

The Senior Account Executive is expected to serve as a team leader with the Senior Creative Directors to achieve the client's objectives as agreed upon between client and The Organization. The Senior Account Executive works closely with the Account Executive and client to provide strategic direction and achieve tactical execution. Must possess a strong team orientation and excellent problem-solving and interpersonal, verbal and written communication skills. Provides expertise and leadership in guiding Account Executive and Creative Directors to meet project goals. Develops, recommends and presents strategic solutions. Other duties include: planning and selling assignments that are on strategy and appropriate for assigned projects; serving as the client liaison while supervising the account department; ensuring that the financial aspects of the project(s) are managed according to The Organization guidelines.

Account Executive

The Account Executive is expected to provide support to the team in the form of project management and is responsible for successful and timely completion of projects. The Account Executive works closely with the Senior Account Executive while serving as the day-to-day liaison between client and creative department. Strong interpersonal, communication/listening skills, customer service and organizational skills are required. Duties include tracking projects progress, creating reports (creative brief, conference reports, etc.) managing production schedule(s), and assisting managers with day-to-day administrative tasks.

Creative Service Job Descriptions

Creative Director (Team Lead)

The Creative Director is expected to ensure that the creative department produces and completes their work on time and to the client's satisfaction, is responsible for the overall quality of work produced by the creative department and works in union with the Account Services department. The Creative Director establishes the conceptual and stylistic direction for creative staff and supervises their work, as well as the work of production artists, photographers, illustrators, and anyone else who is involved in the development of a project. The Creative Director should have advanced training in graphic design as they often do artwork and designing themselves. However, a Senior Art Director's time may be consumed doing supervisory and administrative work.

Designer/Production Artist

The Designer/Production Artist is expected to take direction from the team Creative Directors. The Designer/Production Artists is responsible for participating in team conceptualization and design of graphic applications from concept to completion. Designer/Production Artists works closely with the team Creative Directors to design, layout and format materials for final production. A Designer/Production Artist has a working understanding of layout, type and color, and has a strong sense of concept development, in addition to communication, research, problem-solving and presentation skills. Design ability and a working knowledge in software applications such as Photoshop, InDesign, Illustrator and additional Adobe Creative Suite programs is required.

Copywriter

The Copywriter is expected to take direction from the team Creative Directors. The Copywriter is responsible for participating in team conceptualization and writing of all applications (calling for copy) from concept to completion. Copywriter works closely with the team Creative Directors to prepare original written material for publication; review copy to detect errors in spelling, punctuation, grammar and syntax; to verify facts; polish and rewrite copy to clarify meaning or to conform to style guidelines and editorial policies. The Copywriter may also craft headlines or captions. A Copywriter must have an eye for detail and expert knowledge of grammar and style, and a strong sense of concept development, in addition to communication, research, problem-solving and presentation skills.

Online Programmers/Web Developers

The Online Programmer/Web Developer is expected to work closely with the creative department to materialize creative vision. The Online Programmer/Web Developer is responsible for participating in team conceptualization and the development, testing, and implementation of online projects. The Online Programmer/Web Developer works with the creative department to analyze audiences and their information and functional needs, and defines site architecture and navigation that serves as a blueprint of the site upon which all other aspects are built. Understanding the benefits of the various programming languages, possessing knowledge of client server and Internet systems architectures, and understanding the benefits of the various design methodologies and object-oriented environments are helpful skills in implementing and furthering the creative department's design. The Online Programmer/Web Developer must have an understanding of HTML, XML, CSS, JavaScript, ASP, ColdFusion, and other tools to develop static and dynamic web pages. The Online Programmer/Web Developer may also work with web server systems and web databases, develop web queries to databases, and program web applications.

Multi-Media Developer

The Multi-Media Developer is expected to work closely with the creative department to materialize creative vision through a variety of mediums, such as the Web, television and movies. The Multi-Media Developer is responsible for participating in team conceptualization and the execution of creative concepts for interactive media, including websites, presentations, online games and videos, kiosks, CD-ROMs and DVDs. Projects may include commercials, movie clips, stand-alone presentations, trailers, title sequences and post-production work. Should be proficient in Flash, After Effects, Premier, Final Cut Pro and Photoshop. Strong visual style, willingness to embrace new technologies, and thorough understanding of how typography, layout, color, images and interactivity impact user experience also are necessary.

The Fine Print

Thank you for agreeing to serve as a team member for Ready and Willing's work with a chosen 501(c)3 organization (hereinafter "The Organization). Without your support, our mission could not be accomplished and your contribution and commitment to this mission is greatly appreciated. The following information is intended to define the ways we work on a public service campaign.

We ask that you treat this project as if it were for a traditional, for-profit agency client. In that regard, it is critical that you employ business practices common in the advertising industry.

It is necessary that Ready and Willing's team members and the organization review all materials prior to production to be certain they meet standards necessary for public service status.

As is customary in the industry, all the materials produced by you in connection with the campaign will be owned by The Organization. To the extent you retain any materials necessary for the production of the campaign or other materials in support of it, you agree to take reasonable precautions to safeguard those materials and any other property entrusted to you in connection with the campaign. In the absence of gross negligence on your part, you are not responsible for any loss, damage, destruction or unauthorized use of the materials.

As a team member, you acknowledge that by agreeing to voluntarily participate in an Ready and Willing not for fee project, that you are not violating any existing agreements with any present or past employers, partners, clients or any other persons or organizations.

You agree to respect any privacy or confidentiality agreement made between The Organization and Ready and Willing.

You agree to hold Ready and Willing harmless for any violation on your part and be responsible for any cost recovery incurred by Ready and Willing needed to defend itself against any action brought by The Organization resulting from your actions.