

Miss MINNESOTA

Scholarship Program

OVERVIEW – MISS MINNESOTA JOB DESCRIPTION

Miss Minnesota is the most visible external face of the Miss Minnesota Scholarship Program to the public. As a member of the Miss Minnesota team, she is responsible for positively advancing the goals and objectives of the Program in addition to her own social impact initiative. While Miss Minnesota is judged on talent and intellectual capacity through private and on-stage interview, she may not be the most talented or have the most intellect. However, she will be a combination of the best of these qualities – a well-rounded individual who is appealing in presentation to a wide range of audiences with intelligence, heart, stamina, and an ability and desire to do the job – the face of the organization both during and after her year of service

The Miss Minnesota Scholarship Program is about scholarship and service. Being Miss Minnesota is not about self. It is about having a servant's heart and soul. It is not about personal celebrity or exposure or wanting merely personal recognition or congratulations. It is for a young woman who wants to work toward a higher purpose and understands she is a role model both now and in the future.

REQUIREMENTS

Being Miss Minnesota is a 24-hour, seven day a week job for one year as an independent contractor. She must be prepared for long days and have the stamina to handle multiple long days and periods of time when she will be away from family and friends. As Miss Minnesota, she is frequently traveling throughout the state making scheduled appearances. While she may live at home, she is constantly on-call.

She must always be professional in appearance, on-time, honest, compassionate, friendly, personable, approachable, engaging, and sincere. She must be flexible and adaptable to changing circumstances and requests. She is never to leave a child unrecognized or unappreciated.

Public speaking is an essential skill for Miss Minnesota. She researches and prepares speeches to deliver to audiences of all sizes. She often speaks with the media and is representative of the Miss Minnesota Scholarship Program with sponsors, and partners, students and corporate executives. She must be thoughtful in both prepared and extemporaneous remarks. She also must be proficient both visually and in writing with social and digital media to tell the Miss Minnesota and Miss America story. Miss Minnesota may be expected to perform her talent in a variety of venues whether planned for an event or in the spur of the moment.

She must remain aware, through her year of service and constant exposure, that she is representative of an iconic brand, its supporters and sponsors, and those she competed with. She is a public relations and marketing representative of the brand. It is her responsibility to be both approachable and appreciative for support as well as assisting in creating relationships that benefit both sponsors and the Miss Minnesota Scholarship Program. She must be able to roll with the punches and reach out to all ages and socio-economic backgrounds. She is expected to be comfortable and open with government and business leaders, and those who are the least fortunate in our society.

She is required to attend all appearances and events she and the Miss Minnesota Scholarship Program book and participate in items approved in itineraries. She must have the discipline to attend and be engaged and interested in all booked appearances and be prepared in advance for each – meaning she will research and prepare talking points, speeches and talent presentations.

Being Miss Minnesota is about realizing this is but one goal in her life, not THE goal of her life. She must be a young woman who sees this job as the first step toward her continuing education and career. She must have leadership skills and be a team player. She will have a proven record of community service or outreach for a social issue for which she will advocate. Being Miss Minnesota means taking advantage of the scholarship and opportunities presented to her after her year of service and remember that she will carry the title with her for the remainder of her life.

RESPONSIBILITIES:

As Miss Minnesota, she represents and serves as a spokesperson for the Miss Minnesota Scholarship Program, promoting the program and its scholarship initiatives at all appearances and events. It is expected she will become familiar with the Miss Minnesota Scholarship Program's sponsors and to interact with them appropriately. She will be actively engaged in social media platforms established by the Program. She will also undertake the role as representative and spokesperson in the state for the Miss America national platforms. As a mentor, she will be charged with leading a recruitment effort for new contestants. She will be expected to spend time in the Miss Minnesota Office weekly, depending on her appearance schedule, to perform tasks related to the promotion of the program. Additionally, she will represent the State of Minnesota in the annual Miss America Competition.

NATIONAL PLATFORMS:

Children Miracle Network Hospitals: While Miss America serves as the National Goodwill Ambassador for Children's Miracle Network Hospitals, Miss Minnesota may be asked to visit hospitals, support fundraising efforts, and raise awareness in the State, working closely with Gillette Children's Specialty Healthcare Hospital, Minnesota's official CMN Hospital.

STEM Education: STEM (Science, Technology, Engineering and Math) initiatives at all levels of education is an important component of the Miss America program and to the Miss Minnesota Scholarship Program as well. To the extent possible, STEM discussions should be included when Miss Minnesota is in a classroom environment. (This will be a new requirement for Miss Minnesota this year)