

YMA EXECUTIVE 2010-2011 RECRUITMENT PACKAGE

March 2010
yorkmarketing.ca

YMA WANTS YOU!

Hello and thank you for your interest in joining the York Marketing Association Executive Team for 2010-2011.

YMA is one of Schulich's largest and most prestigious student organizations. This past year has been a great success for YMA, and we are looking for the best and brightest student leaders to continue growing the club into next year.

The exclusive opportunity to join the Executive Team takes hard work, but is a highly rewarding experience that will enrich your university career. Ideal candidates must be passionate about Marketing and possess the right balance of teamwork, organizational and leadership skills required to bring big ideas to life.

Does this sound like you? Read on to learn more about how to apply and available positions to fit your unique talents and personal goals.

Best of luck,
YMA Exec 2009-2010

KEY SUCCESSES FROM 2009-2010

- Recruited 200 YMA Members at Schulich Club Week
- Marketing for Dummies (NEW), was a great success!
- Most successful Beyond Brands Conference to date with 130 delegates, representing 8 universities across Ontario – highest recorded attendance
- New sponsors and partners included Cineplex, Scotiabank, Edelman PR, MacDonnell Haynes
- Returning sponsors and partners included Kraft Foods, Capital C, Procter & Gamble, Colgate-Palmolive, General Mills, Maple Leaf, Interbrand
- Recognized in various articles in the Schulich Insider
- Continuous positive feedback from students, corporate representatives, & Schulich Administration



APPLICATION PROCESS

1. Review available positions and select top 2 choices
2. Fill out application form on www.yorkmarketing.ca
3. Write a brief paragraph about why you are the best candidate for your #1 preferred role
4. Attach updated resume

KEY DEADLINES

March 13 at 11:59 PM

Application deadline. Online form will be officially closed.

March 15

Interview offers will be emailed.

March 17 – 19 at 9:00 am to Noon

All interviews will take place.

Week of March 22

Positions secured, new team will be notified.

**** Please read on for descriptions of all available roles. ****

ROLES & RESPONSIBILITIES

- We are looking to hire for the following positions:
 - President
 - Vice President, Events
 - Vice President, Finance
 - Vice President, Communications
 - Apprentice Coordinator
 - Logistics Director
 - Speakers Coordinator
 - Corporate Account Manager (2)
 - Public Relations Director
 - Publications Director
 - IT Director

PRESIDENT

- Lead the YMA team to successfully run top quality and high impact events
- Proactively build existing and new relationships (corporate, student clubs, Schulich administration, etc.)
- Develop roadmap and set objectives for the mission of YMA 2010-2011
- Authorize priorities to allocate club's financial resources across the full year
- Lead weekly VP meetings and bi-weekly executive meetings
- **Requirements:** detail-oriented, strong leadership skills, accountable, ability to work autonomously and as part of a team, previous club or conference experience is an asset
- *Preference is given to 4th year students*

VICE PRESIDENT, EVENTS

- Lead events team (Apprentice, Speakers & Logistics)
- Develop and plan the event portfolio for the 2010-2011 YMA year
- Organize and facilitate annual Market Yourself 101 event and Marketing for Dummies
- Assist President in running the Beyond Brands Conference
- **Requirements:** ability to prioritize and multi-task, excellent organization skills, strong leadership skills, ability to work autonomously and as part of a team, previous event planning experience is an asset
- *Preference is given to 4th year students*

VICE PRESIDENT, FINANCE

- Create event budgets and track all club expenditures
- Lead and assist corporate account managers in sponsorship-related initiatives
- Manage and delegate corporate sponsor accounts among sponsorship team
- **Requirements:** detail-oriented, strong leadership skills, accountable, ability to work autonomously and as part of a team, previous club or conference experience is an asset
- *Preference is given to 3rd and 4th year students*

VICE PRESIDENT, COMMUNICATIONS

- Lead communications team (Publications, IT & Public Relations)
- Draft weekly YMA emailouts, as well as UBC/CDC/social media announcements
- Actively recruit club members and promote YMA events within Schulich and York
- Serve as liaison with external (Non-York) students to maximize Conference attendance
- Work with First Year Representative to coordinate Promotions Committee
- **Requirements:** excellent communications and presentation skills, strong interpersonal skills, ability to work in a team environment
- *Preference is given to 3rd and 4th year students*

APPRENTICE COORDINATOR

- Secure sponsorship for each round of the competition
- Act as primary contact for all Apprentice accounts
- Collaborate closely with VP Events to plan and facilitate each round
- **Requirements:** ability to multi-task, ability to work autonomously and as part of a team, excellent organizational and communications skills, time availability to contact sponsors, previous Apprentice experience is an asset.
- *Preference is given to 3rd and 4th year students*

LOGISTICS DIRECTOR

- Compose detailed itineraries, schedules, minute-to-minutes, etc.
- Organize full Beyond Brands Conference logistics
- Draft event proposal forms, book event space and venues
- Manage relations with vendors, caterers, etc. (primarily Schulich ELC)
- **Requirements:** ability to multi-task, detail oriented, ability to work autonomously and as part of a team, excellent organizational and communications skills

SPEAKERS COORDINATOR

- Lead speakers engagement and proactively develop partnerships
- Develop targeted speakers list for all events and initiate correspondence on behalf of YMA
- Develop and bring to life the Beyond Brands Conference theme with VP of Events
- Work with faculty, CDC and alumni office to develop new relationships
- **Requirements:** excellent communications skills, autonomous, problem-solving skills, strong time management skills, time availability to contact sponsors, patient and persistent, strong interpersonal skills

CORPORATE ACCOUNT MANAGER

- Raise club funding through growing past sponsors and new partnership development
- Maintain all corporate relationships throughout the year as primary point of contact
- Work closely with events team to plan and execute customized opportunities for sponsors
- **Requirements:** excellent communications skills, autonomous, problem-solving skills, strong time management skills, time availability to contact sponsors, patient and persistent, strong interpersonal skills
- *Preference is given to 3rd and 4th year students*

PUBLIC RELATIONS DIRECTOR

- Draft website content and regularly maintain the YMA official blog
- Execute club's social media strategy via Twitter and Facebook
- Compose and edit content for sponsorship package, delegate booklet, YMA constitution
- Collaborate with Publications Director to produce print materials and advertising
- **Requirements:** excellent communication skills, detail-oriented, time management skills, autonomous, excellent organizational skills
- *Note: please submit a sample of your writing with your application*

PUBLICATIONS DIRECTOR

- Create all print and publications including flyers, signage and delegate booklet
- Maintain consistency of the YMA brand through graphic design and print
- **Requirements:** creative and artistic ability, works well under pressure, excellent time management skills, detail-oriented, tech/design skills (e.g. Adobe CS, MS Word, etc.)
- *Note: please submit a sample (or link) of your work with your application*

IT DIRECTOR

- Develop and maintain YMA brand through website design and development
- Manage audio-visual setup and operations during events
- **Requirements:** detail-oriented, organizational skills, problem-solving skills, knowledge of web design & development and other related skills and software (Joomla CMS, Adobe Photoshop, Dreamweaver, etc.), multimedia skills such as creating videos is an asset
- *Note: please submit a sample (or link) of your work with your application*

APPLY BY SATURDAY, MARCH 13

For more information about the York Marketing Association,
please go to our website at www.yorkmarketing.ca

Thanks for your interest and we wish you the best of luck!