

Sheridan | Pilon School of Business

JOB DESCRIPTION

Branch:	Executive	Reports to:	President, Business Advisory Board, Faculty Advisor
Position:	VP – Events & Marketing	Oversees:	Events & Marketing Committee
Organization:	BBA Student Council	Term:	February – April 2016

BBA STUDENT COUNCIL MISSION

The BBASC exists to provide Sheridan BBA students with opportunities to develop their skills, build their undergraduate competencies, provide feedback about the program, build their professional network and foster a sense of community.

ESSENTIAL DUTIES AND KEY RESPONSIBILITIES

Committee Duties

- Recruit, manage, and delegate responsibilities to committee members as needed.
- Provide guidance and leadership to the Events & Marketing Committee.
- Lead and create agendas for monthly general meetings with the Orientation Committee.
- Responsible for the delivery of events planned and executed by the BBA Events Committee.
- Responsible for the BBASC marketing material and methods including (but not limited to) newsletters, print publications, digital media and promotional marketing materials.
- Create marketing and promotional plans to increase awareness of the BBASC to the BBA students, internal community and the external community.
- Maintain an updated list of members, sponsors and community partners.
- Provide strategic long-term campus direction and leadership to the Events & Marketing committee in relation to guidelines set by the BBASC, Student Engagement Manager, President, and BBASC Advisory Board.
- Ensure all meeting minutes are recorded and archived on the BBA Virtual Community.

Executive Responsibilities

- Meet monthly with the Student Engagement Manager to maintain focus on team initiatives.
- Review team financials and budgets in conjunction with the Student Engagement Manager to determine appropriate initiatives each semester.
- Create monthly (or weekly) updates that will be posted in the Virtual Community for all Events & Marketing Committee members on needs and opportunities coming up for members who are unable to attend general meetings.

- Create campus level strategies with other members of the BBASC Executive.

Leadership

- Create opportunities for BBA students to connect with the larger BBA community.
- Liaise with the Presidents from the various Program Associations to maintain alignment in programming, communications and areas for collaboration.
- Attend BBASC, Sheridan College, and community events to increase brand recognition and opportunities.
- Engage with internal and external stakeholders as needed to promote the BBASC as a reputable and professional organization.
- Continuously encourage other BBA students to become active members and attend the various events happening on campus, or other opportunities within the BBASC.

Operational Planning and Management

- Manage and coordinate logistics for BBA events and marketing promotional activities during the year.
- Ensures all events have completed a pre and post “Event Checklist” and approved by the Student Engagement Manager.
- Manage, maintain and ensure all communication is current and available on the BBA Virtual Community, including:
 - BBA Events
 - Events & Marketing Committee opportunities
 - Ensuring meeting minutes, information, and messages to the Events and Marketing Committee are kept consistent and up-to-date
- Compile an end of the year report listing feedback, suggestions and lessons learned from external stakeholders and the corporate relations and external affairs committee.

The duties and responsibilities outlined above are representative but not all-inclusive, responsibilities are not meant to be the sole task of the VP – External, rather an item they should ensure is being accomplished under their direction, by either themselves or members they recruit.

KEY ATTRIBUTES

- Interested in develop and planning events for the BBA students.
- Desire to develop your 7 Undergraduate Competencies.
- Flexibility and willingness to dedicate time to establish relationships with local businesses and community leaders .
- Innovative thinker and willing to take initiative.
- Strong leadership skills and ability to effectively manage a team, delegate and empower.
- Experience with building corporate and external relations and, or desire to build these skills.
- Strong interpersonal, networking and communication skills.
- Is a Bachelor of Business Administration student in good academic standing at Sheridan College (2.4 GPA).

BENEFITS & OPPORTUNITIES

- Developing the seven undergraduate competencies key to the BBA program
- Creating and reflecting on artefacts that can be added to your Creative Learning Portfolio
- Networking opportunities with Sheridan College professors and students as well as community leaders
- Skill development through experience as well as leaderships workshops offered through the Pilon School of Business and/or Sheridan College
- Recognition on your Co-Curricular Record

COMMITMENT

- Attend scheduled meetings:
 - Executive (monthly)
 - Events & Marketing Committee (monthly, or as needed)
 - BBASC Advisory Board (once per semester)
 - Other (as needed)
- Attend all Events & Marketing Committee events (mandatory)
- Connect with your Faculty Advisor on a regular basis
- Help with preparation for and attend all BBASC events and initiatives
- In class visits at beginning of each semester to ensure recruitment opportunities
- Take on new responsibilities when needed
- Approximately 5-10 hours per week

HOW TO APPLY

Submit your resume and cover letter answering the following:

- Why are you the best candidate for the role?
- Which Undergraduate Competencies do you wish to develop through this opportunity?

Your cover letter should be addressed to:

Hiring Committee
Pilon School of Business
Sheridan College
4180 Duke of York Blvd
Mississauga, ON L5B 0G5

Please send your resume and cover letter in one document to krystalgies@gmail.com and have the position you are applying for outlined in the subject line of the email.