



YMA

RECRUITMENT PACKAGE 2013- 2014



Recruitment 2012-2013

AN OVERVIEW:

THE YORK MARKETING ASSOCIATION

The YMA is the official marketing club that represents the Schulich School of Business at York University. With over 200 members, we execute a portfolio of events that prepare undergrad students for careers in marketing, advertising, and sales by connecting them with industry professionals and opportunities.

Our Event Portfolio

Marketing for Dummies



Introduces incoming members to the world of marketing with 50+ student participants.

Market Yourself 101



Prepares students for recruitment season by providing 1-on-1 mock interviews.

Apprentice Competition



Our real-world, real challenge 3-round case competition is for 20 two-person teams.

Our Annual Conference



Attracts the best students in Ontario to learn from & connect with marketing leaders.



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OUR PARTNERS

Over the past seven years, our club and conference has served as a platform for industry thought leaders to share stories and connect with top marketing talent.

Our Partners Include





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A black silhouette of the Toronto skyline is positioned at the top of the page, below the YMA logo. It includes the CN Tower and several other skyscrapers. The background of the entire page is red, and the text is on a dark grey/black background.

LETTER FROM THE PRESIDENTS

Thank you for your interest in joining the York Marketing Association Executive Team! We are excited to have passionate marketers like yourselves interested in continuing the success of this year's team.

In 2012 and 2013, YMA grew to its largest member base ever (200+ students) and we staged seven large-scale events. Our 'Hunger Games' themed Apprentice Case Competition attracted a record number of applicants and support from P&G, Maple Leaf Foods and General Mills. Our Market Yourself 101 event brought out Lauren Friese, the founder of TalentEgg, and participants networked with American Express, Maple Leaf Foods, SpringTern, and TD Canada. Our INSIGHT REVOLUTION Conference was the highlight of the year, attracting over 130 delegates and representatives to attend presentations by leading global firms like Scotiabank, BMW, and McDonald's.

To continue this momentum we are looking for the best and brightest individuals to join the team this year. Becoming a part of the YMA is a rewarding and enriching experience. By giving back and assisting aspiring marketers in the Schulich and York community, you'll have the opportunity to build your personal network and immerse yourself in the marketing industry.

Best of luck!

Telly Carayannakis & Deven Dionisi
Co-Presidents, YMA 2012-2013



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HOW TO APPLY

The application process will consist of a written application and resume submission as well in-person interviews. The application steps and selection timeline is as follows.

Written Application – due Saturday, February 9, 2013

1. Read through this Recruitment Package and select one or two positions of interest
1. Complete the online application [here](#).
3. Send your resume in PDF format only to exec@yorkmarketing.ca

Recruitment Timeline

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Successful candidates will be notified
the week of Feb. 18



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WHAT ROLE WILL YOU TAKE ON?

For 2013/2014, we will be recruiting for the following positions. The quantity of positions is tentative and will be dependent on the quantity and quality of candidates.

Events Team

- Vice President – Events
 - Events Directors (2)
- Apprentice Coordinator

Sponsorship & Finance Team

- Vice President – Sponsorship & Finance
 - Corporate Account Managers (2)
 - Finance Director

Communications Team

- Vice President - Communications
 - Online Media Director
 - Publications Director
 - External Director
 - York Liaison

An executive role on YMA is a significant commitment. As a result, it is a policy that executives cannot hold leadership roles on other Schulich clubs. Exceptions are sometimes made but candidates have the duty to disclose other responsibilities and intentions to apply for roles on other clubs. Failure to do so may result in position offers being rescinded by the YMA.



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EVENTS TEAM

The Events team is responsible for developing YMA's event portfolio and organizing the related logistics.

VICE PRESIDENT - EVENTS

- Lead and manage events team – Events Directors and Apprentice Coordinator
- Work with President team to develop internal strategy
- Develop and plan the YMA 2013-2014 event portfolio
- 'Re-invent' annual events to create value for members
- Lead conference planning alongside Presidents
- Recruit and manage YMA events member committee

Requirements

- Excellent organizational skills
- Ability to manage a team and lead decision making
- Excellent problem solving skills and detail orientation
- Experience managing high-level event organization and working with industry partners is an asset
- *Preference for this role is given to incoming 3rd and 4th year students*



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EVENTS TEAM - CONTINUED

EVENTS DIRECTOR (2)

- Work with VP Events to plan and organize event portfolio
- 'Re-invent' annual events to create value for members
- Liaise with Schulich admin. through meetings, event forms
- Manage event logistics (room bookings, schedules, minute-by-minute) and event feedback process through surveys, etc.

Requirements

- Excellent organization skills and attention to detail, ability to multi-task, work autonomously and as part of a team
- Previous experience organizing events and liaising with Schulich administration is an asset

APPRENTICE DIRECTOR

- Secure sponsorship for competition rounds by creating sponsorship collateral and company outreach
- Develop theme and promotion strategy to increase applications
- Collaborate with VP – Events to organize each round
- Create value for competitors and sponsors through creative content sharing and promotion campaigns
- Act as the primary point of contact for all competitors and company partners

Requirements

- Excellent organization and communication skills, ability to multi-task, work autonomously and as part of a team
- Previous experience organizing competitions and working with corporate partners is an asset
- *Preference given to previous Apprentice competitors*



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SPONSORSHIP & FINANCE TEAM

The Sponsorship and Finance team is responsible for growing YMA's corporate partnerships to generate club operating revenue while managing the club's finances.

VICE PRESIDENT – SPONSORSHIP & FINANCE

- Lead and participate in development of sponsorship marketing materials and outreach with CAMs
- Maintain existing relationships and proactively outreach to new partners to grow sponsorship revenues
- Work with Finance Director to create budgets, income statements and audit materials for Schulich admin.
- Collaborate with CAMs and Events team to secure speakers for YMA events
- Lead conference planning alongside Presidents
- Serve as liaison with UBC and Schulich administration

Requirements

- Demonstrates willingness to take initiative, entrepreneurial spirit willingness to leverage and expand their personal network
- Ability to manage a team and lead decision making
- Excellent time management skills
- Previous customer service, sales, sponsorship experience is an asset
- *Preference is given to incoming 3rd & 4th year students*



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SPONSORSHIP & FINANCE TEAM - CONT'D

CORPORATE ACCOUNT MANAGERS (2)

- Grow club funding by maintaining existing sponsor relationships and developing new partnerships
- Proactive outreach to secure new sponsors and speakers
- Act as the primary point of contact for a set of companies
- Work closely with events team to plan and execute customized opportunities for sponsors and secure event speakers
- Ensure sponsorship expectations are met and prepare summary reports for sponsors following events

Requirements

- Excellent communication skills, professional demeanor, ability to multi-task, manage deadlines and work in a team
- Demonstrated ability to manage relationships, leverage and grow personal network
- Customer service, sales, sponsorship experience is an asset

FINANCE DIRECTOR

- Monitoring YMA budgets, finances and funding for all club events and initiatives
- Keeping a record of cash in/out flows and evaluate the club's monetary standing overall
- Guiding and liaising with the VP Finance & Sponsorship and Presidents on proper spending tactics and various other budgetary control systems

Requirements

- Responsible and trustworthy, detail-oriented
- A 2nd, 3rd, or 4th year Schulich student in good standing
- Past work experience in an accounting- and/or finance-related field is an asset
- Competent in compiling data for, and preparing income statements, cash flow statements and balance sheets



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COMMUNICATIONS TEAM

The Communications team is responsible for managing internal and external communications to members, driving awareness and participation for YMA events.

VICE PRESIDENT – COMMUNICATIONS

- Lead Communications team and assist in designing and managing registration for Club Week, Conference
- Work with YMA presidents to maintain internal communications strategies
- Draft and launch YMA Newsletters and e-mail outs, all UBC/CDC/social-media announcements
- Act as point of contact between YMA and its members as well as external students (Non-York)
- Uphold YMA's commitments to sponsors in terms of communications and promotions
- Create and execute communications strategy to promote YMA's events and initiatives

Requirements

- Excellent written and oral communications and interpersonal skills, ability to lead and manage a team, takes initiative, flexible and able to respond quickly
- Previous customer service, sales, sponsorship experience is an asset
- *Preference is given to incoming 3rd & 4th year students*



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COMMUNICATIONS TEAM - CONTINUED

ONLINE MEDIA DIRECTOR

- Manage website and regularly maintain the YMA official blog
- Create and execute the club's social media strategy via Twitter, Facebook, Pinterest, other emerging platforms
- Promote and maintain updates regarding upcoming YMA events
- Develop and maintain the YMA brand through internal and external online communication channels

Requirements

- Excellent communication skills, detail-oriented, time management skills, problem-solving skills
- Knowledge of design software (Adobe Photoshop, Dreamweaver, etc.) is an asset
- Knowledge of managing non-personal Facebook Pages and Twitter is an asset
- NOTE: Please submit URL links to your social profiles (blogs, Twitter account, etc.) with your application

PUBLICATIONS DIRECTOR

- Create all print and publications, which includes flyers, large poster-sized signage, and Conference delegate booklets
- Maintain consistency of the YMA brand through graphic design and print by communicating and adapting work as needed by the executive team
- Manage and train an assistant

Requirements

- Creativity and artistic ability, works well under pressure, excellent time management skills, detail-oriented
- Previous experience working with (or eager willingness to master) creative software is an asset (Adobe Photoshop, Adobe InDesign)
- Familiarity with using a DSLR camera is preferred
- Note: Please submit a sample (or link) of your work with your application



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COMMUNICATIONS TEAM - CONTINUED

EXTERNAL DIRECTOR

- Lead the active creation of relationships with external schools
- Act as the main point of contact for all external associations and delegates
- Maintain relationships with external associations and schools by initiating communication throughout the year, with emphasis on external delegate participation the conference
- Lead the executive team and committees in promoting the conference to external contacts and securing registration
- Collaborate closely with VP Events and VP Finance to plan and facilitate each event

Requirements

- Excellent oral and written communications skills; strong ability to work autonomously and improve processes where necessary; proficient problem-solving skills; solid time management skills
- Time availability to contact sponsors and external delegates and willingness to leverage and grow personal network; patience and persistence

YORK LIAISON

- Lead the active creation of relationships with Marketing, Communications or social sciences students at York University
- Act as the main point of contact for York members
- Responsible for creating promotional campaigns executable on the Keele Campus to raise awareness of the YMA and attract prospective York members

Requirements

- A York University (*non-Schulich*) student in good standing
- Strong interpersonal skills and entrepreneurial spirit
- Excellent oral and written communications skills; ability and willingness to leverage and expand personal network



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CONTACT US

We are happy to address any questions you may have about the YMA, events, and the executive positions!



Current Co-Presidents

Telly Carayannakis
&
Deven Dionisi

Incoming Co-Presidents

Samantha Consiglio
&
Hares Sivanrupan

Email us | exec@yorkmarketing.ca
Visit our website | <http://www.yorkmarketing.ca>