



MELBOURNE BUSINESS SCHOOL STUDENT ASSOCIATION

Roles and Responsibilities

Revised April 2018

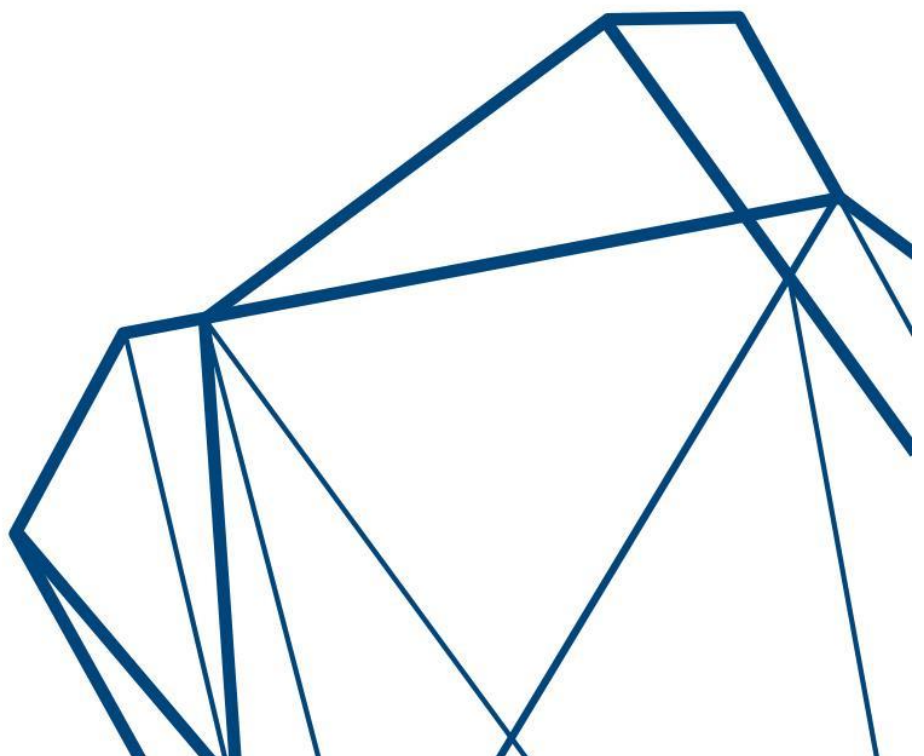


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1. THE COMMITTEE

The Committee is comprised of an Executive Committee, Management Committee, Marketing Committee and Sponsorship Committee of which each member holds a different position that involves specific roles and responsibilities.

Executive Committee

The Executive Committee consists of the President, Vice President, Chief Financial Officer, Chief Operating Officer and Marketing Director.

Management Committee

The Management Committee is headed by the Chief Operating Officer and consists of four Event Managers, and eight Event Coordinators who report to the Event Managers.

Marketing Committee

The Marketing Committee is headed by the Marketing Director and consists of a Communications Officer, a Social Media Officer, a Photographer, a Web Developer and a Graphic Designer.

Sponsorship Committee

The Sponsorship Committee is headed by the Chief Financial Officer and consists of two Sponsorship Officers.

Each position within the Committee requires a different set of skills, abilities and minimum level of time commitment. Key challenges are usually similar across all positions and surface in form of inter-cultural communication, time management, project management and collaboration. Detailed position descriptions are found in this document.

2. ADVICE FROM MBS

In order to reduce the risk of extra-curricular activities impacting on a student's academic performance, the Melbourne Business School strongly recommends that any student, who is currently classified as a "student at risk" or whose progress is considered unsatisfactory, does not stand for a position in the Executive Committee.

3. ROLES AND RESPONSIBILITIES

3.1 Management Committee

Event Coordinator (EC)

Number of Positions

- 8

Estimated Weekly Time Commitment

- 5 hours for assigned and other events
- 1 hour for Committee Meetings

Roles and Responsibilities

- Report to assigned Event Manager. Update Events progress to President, Vice President, Chief Operating Officer, when it is necessary.
- Attend and participate in the weekly MBSSA Committee Meetings, with additional meetings as required.
- Provide assistance to their assigned Event Manager in the planning, managing and running of events.
- Provide support to the MBSSA in any other internal or external events and projects (scheduled and unscheduled).
- Act as a 'Brand Ambassador' for the MBSSA in your course and throughout the University.

Term

- Minimum one semester
- Maximum three semesters

3.2 Marketing Committee

Communications Officer (CO)

Number of Positions

- 1

Estimated Weekly Time Commitment

- 10 hours

Roles and Responsibilities

- Report to the President/Vice President/Marketing Director
- Assist the Vice President and Marketing Director in regularly checking the MBSSA's email account (mail@mbssa.org)
- Create and send out weekly e-newsletters with MailChimp to MBSSA members
- Manage the MBSSA LinkedIn account, posting content relevant to the Melbourne Business School community
- Proof-read all MBSSA-related written materials and maintain form and document templates to ensure consistency
- Make weekly submissions to the MBS Newsletter in coordination with Event Teams
- Update Unimelb portal with MBSSA event plugs
- Take Minutes for Weekly Committee Meetings including
 - Recording and maintaining attendance of all members in every meeting;
 - Ensuring prompt circulation (no later than one academic day after the meeting) to all committee members

Term

- Minimum one semester
- Maximum two semesters

Social Media Officer (SMO)

Number of Positions

- 1

Estimated Weekly Time Commitment

- 10 - 12 hours

Roles and Responsibilities

- Report to the President/Vice President/Marketing Director
- Coordinate with the Marketing Director to ensure consistency of marketing campaigns
- Maintain MBSSA's Facebook and Instagram accounts, in coordination with the Marketing Director and Photographer, Event Managers, and the Faculty of Business and Economics as required
- Create engaging and innovative social media content to drive MBSSA's engagement and interaction with the MBS student community
- Manage the weekly MBS Instagram Takeover campaign in coordination with the Marketing Director, including recruiting students and forwarding instructions
- Manage the weekly MBS Humans of MBS campaign in coordination with the Photographer, Marketing Director, including proof-reading their bios and posting on social media channels
- Monitor competitors' social media activities and stay up to date with social media trends

Term

- Minimum one semester
- Maximum two semesters

Photographer (P)

Number of Positions

- 1

Estimated Weekly Time Commitment

- 5 – 10 hours

Roles and Responsibilities

- Report to the President, Vice President, and Marketing Director
- Attend and take photos at MBSSA's events across the semester
- Post photos to MBSSA's Facebook page within 3 days of the event
- Manage the weekly Humans of MBS campaign in coordination with Marketing Director and Social Media Officer including recruiting students and staff and organising a time to meet with the participant
- It would be preferable if the Photographer has their own camera, however this is not a requirement

Term

- Minimum one semester
- Maximum two semesters

Graphic Designer (GD)

Number of Positions

- 1

Estimated Weekly Time Commitment

- 5 – 10 hours

Roles and Responsibilities

- Report to the President/Vice President/Marketing Director.
- Design promotional materials for MBSSA events, including posters, Facebook banners, Instagram tiles, programs, invitations, tickets etc. in consultation with Marketing Director and Event Managers
- Utilise proficiency in InDesign, Photoshop or Illustrator to complete the aforementioned tasks
- Coordinate with Faculty to get approval for posters
- Print and display posters around campus
- Scope to create short promotional videos

Term

- Minimum one semester
- Maximum two semesters

Web Developer (WD)

Number of Positions

- 1

Estimated Weekly Time Commitment

- 5 hours

Roles and Responsibilities

- Report to the President, Vice President, and Marketing Director
- Manage the MBSSA website (intermediate experience with WordPress and html required)
 - Ensure all events are published
 - Update committee photos, bios etc.
 - Ensure website is consistently up to date
- Set up online event registrations through QPay and Eventbrite, with information to be provided by the relevant event team
 - Provide updates on event registrations to event teams
 - Upload relevant demographic information from events or surveys to the Google Drive for data analytics
- Manage MBSSA's WeChat account in coordination with Marketing Director

Term

- Minimum one semester
- Maximum two semesters

3.3 Sponsorship Committee

Sponsorship Officer (SO)

Number of Positions

- 2

Estimated Weekly Time Commitment

- 10 hours

Roles and Responsibilities

- Sponsorship Officers will be in charge of acquiring short-term sponsors for individual events (e.g. Ball) or acquiring long-term sponsors for the MBSSA in general.
- Report to the President/Vice President/Chief Financial Officer.
- Be proactive and able to identify and pursue sponsorship opportunities for the MBSSA.
- Demonstrate strong interpersonal and networking ability as the representative of the MBSSA and coordinate external sponsorship opportunities in collaboration with the Student Experience team and the President.
- Prepare sponsorship proposals and agreements.
- Provide weekly updates to the committee regarding sponsorship activities.

Term

- Minimum one semester
- Maximum two semesters