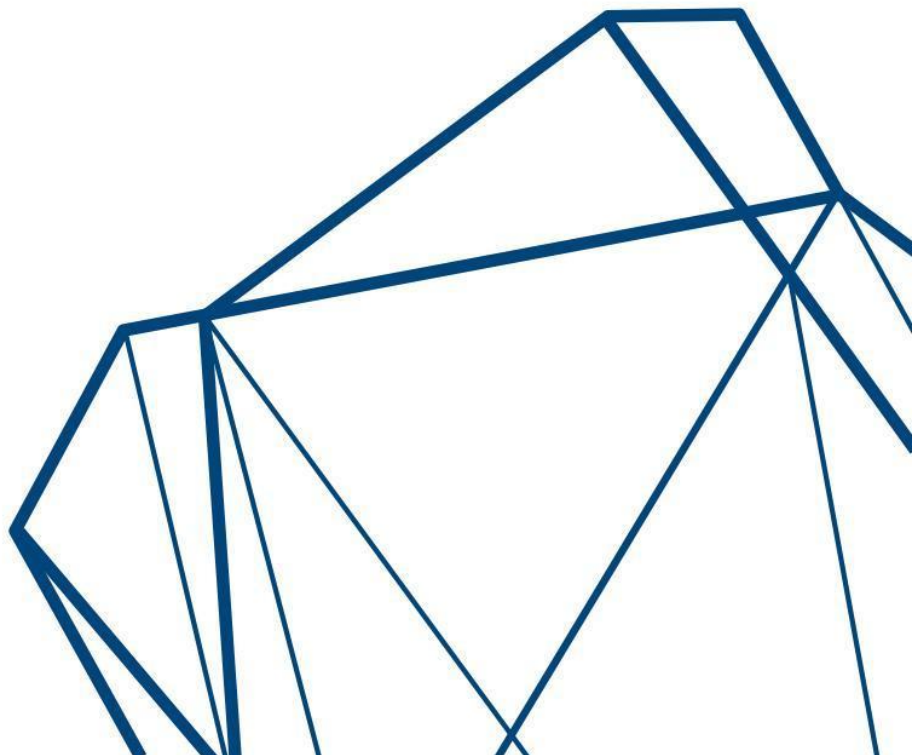




# MELBOURNE BUSINESS SCHOOL STUDENT ASSOCIATION

## Roles and Responsibilities

Revised April 2019



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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, a Graphic Designer, and a Content Officer.

### **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 cross-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 Manager (EM)

##### Number of Positions

- 4

##### Estimated Weekly Time Commitment

- 5 – 10 hours

##### Roles and Responsibilities

- Report to the Chief Operating Officer. Update Events progress to President and Vice President when it is necessary.
- Manage and organise events, Manage two Event Coordinators in the planning and execution of assigned events. Ensuring involvement and participation from their Event Coordinators.
- Complete Marketing Briefs punctually and upload related documents to the Google Drive. Submit the weekly MBS Newsletter on time, ensuring the Marketing Committee has the correct details in a timely manner before promotion commences.
- Plan and manage events together with Chief Operating Officer and Marketing Director.
- Liaise with the Communications & Social Media Officer to update the official website and other marketing channels to promote the events.
- Liaise with the Chief Operating Officer and Chief Financial Officer on budgets and expenses for each event.
- Responsible for creating running sheets for the day of the events and managing their Event Coordinators and assistance of other Committee members as needed.
- Manage the inventory, including updating inventory lists whenever items are taken.

##### Term

- Minimum one semester
- Maximum two semesters

## **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.
- Work closely with the Content Officer to conduct, proofread, and publish Alumni Interviews.
- 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.
- Photograph industry professionals and alumni in coordination with Content Officer
- It would be preferable if the Photographer has their own camera, however this is not a requirement.
- Videography skills and proficiency in video editing highly regarded. Scope to produce short clips for Social Media Marketing.

### 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

## **New Role: Content Officer**

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 10 hours

### Roles and Responsibilities

- Report to Marketing Director.
- Reach out to industry professionals and alumni, create a content bank of interviews, write ups and articles (e.g. for new Where Are They Now? and International Alumni series).
- Coordinate with Photographer to shoot photos to accompany write ups.
- Create 'post event' recap content to promote greater understanding and awareness of MBSSA events.
- Coordinate with Communications Officer, Web Developer and Social Media Officer to schedule content across website, LinkedIn Instagram and Facebook.

### 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) and 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, the President, and CFO.
- Prepare sponsorship proposals and agreements and tailor marketing deliverables in conjunction with the CFO and Marketing Team.
- Provide weekly updates to the committee regarding sponsorship activities.
- Responsible for communicating deliverables to respective sponsors and following up execution of the deliverable/marketing campaign with the Marketing Team.
- Frequently update database of existing and potential sponsors.

#### Term

- Minimum one semester
- Maximum two semesters