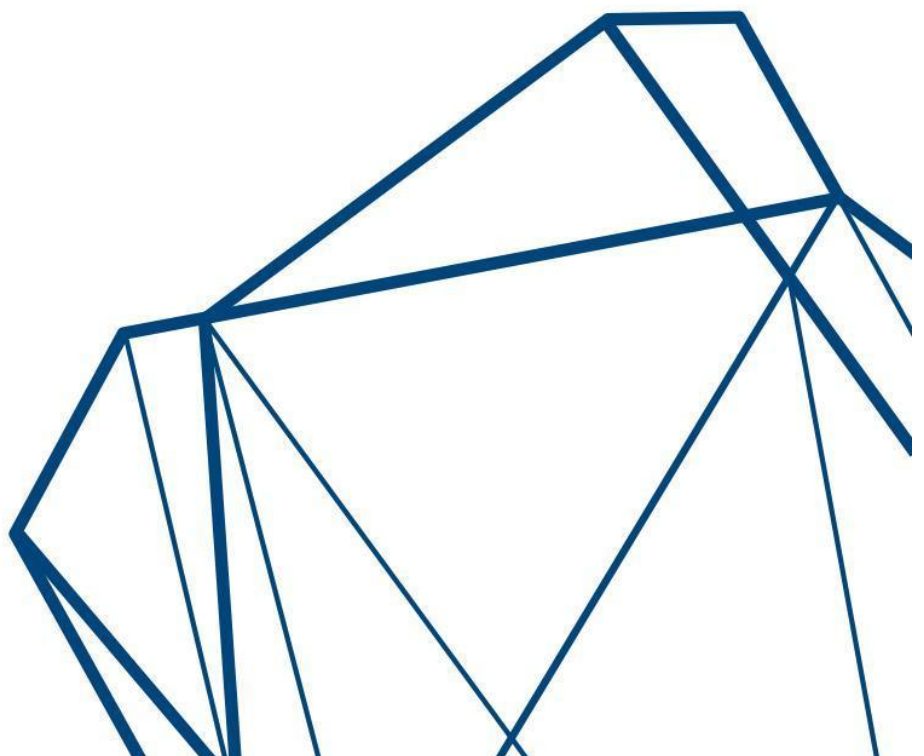




# MELBOURNE BUSINESS SCHOOL STUDENT ASSOCIATION

## Roles and Responsibilities

Revised September 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 Content Officer, 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 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 Executive Committee

#### President

##### Number of Positions

- 1

##### Estimated Weekly Time Commitment

- 15 – 20 hours

##### Roles and Responsibilities

- Report to the Committee.
- External MBSSA matters related to the University, the Faculty, GSA, industry, alumni and other institutions and organisations.
- Official spokesperson for the MBSSA.
- Ensure MBSSA's compliance with the University and GSA guidelines, and the MBSSA's Constitution.
- Develop and implement long-term objectives for the MBSSA.
- Meet and introduce new Committee members.
- Overlook efficient and smooth operations of the Committee together with the Vice President.
- Prepare a Semester Report & Semester Plan in collaboration with the rest of the executive committee for submission to the Faculty, GSA and Semester Report Meeting.
- Actively contribute to securing long term sponsors in conjunction with CFO.

##### Term

- Minimum one semester
- Maximum two semesters

## Vice President (VP)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 15 – 20 hours

### Roles and Responsibilities

- Report to the President/Committee.
- Internal administrative matters, including venue bookings, equipment hire, and related communication.
- Shadow the President during their absence.
- Work with the President to ensure efficient and smooth operation of the Committee.
- Assist Chief Operating Officer with their duties as needed.
- Provide guidance and support to all committee members, facilitating training or mediation where required.
- Monitor committee members' performances.
- Ensure MBSSA's compliance with the University and GSA guidelines, and the MBSSA's Constitution.
- Recruit and introduce new Committee members.
- Maintain membership database.
- Regularly check the MBSSA's email account (mail@mbssa.org) and respond to requests, or direct to the relevant executive.
- Manage backup of digital assets on the MBSSA's Google Drive, including the electronic version of Constitution, Roles and Responsibilities, the Committee structure, and other procedure manuals.
- Coordinate Weekly Committee Meetings and Committee Events, including:
  - Dispatching notification to attendees as specified by the President or Vice President;
  - Informing attendees about changes to date, time or venue and agenda preparation

### Term

- Minimum one semester
- Maximum two semesters

## Chief Financial Officer (CFO)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 10 – 15 hours

### Roles and Responsibilities

- Report to the President/Vice President.
- Keep accounting records and manage all financial matters (e.g. fund application, bank account, etc.) relating to the MBSSA.
- Prompt payment of accounts with event suppliers and reimbursement to Committee members from available funds.
- Liaise with external parties such as the Faculty and GSA for all funding matters.
- Inform the Committee of the MBSSA's financial position at all meetings.
- Liaise with the Chief Operating Officer and Event Managers in setting the budget and monitoring the expenses for events.
- Manage backup of digital assets on the MBSSA's Google Drive for electronic version of funding applications and budget reports.
- Oversee the Sponsorship committee by supporting Sponsorship Officers to deliver appropriate external communications and meet sponsorship requests by Event committees.
- Actively contribute to developing acquisition strategies and securing long term/strategic sponsors and partnerships in collaboration with the President.

### Term

- Minimum one semester
- Maximum two semesters

## Chief Operating Officer (COO)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 15 – 20 hours

### Roles and Responsibilities

- Plan event calendar for semester serving and form event teams.
- Report to the President/Vice President.
- Work together with Event Managers in developing and managing events that have been planned for the semester.
- Provide guidance and support to Event Managers in organising events and arrange training sessions for Event Managers when necessary.
- Maintain and ensure effective communication and coordination among the Event Managers.
- Ensure that event plans are being followed by the responsible members and event running sheets are created in a timely manner.
- Coordinate with the Communications & Social Media Officer and Event Managers to ensure event email invitations and advertising materials are sent out and displayed promptly.
- Plan and coordinate resources to efficiently and effectively hold events.
- Monitor Committee members' participation in events to ensure that all Committee members are contributing and participating in the process of organising the events.
- Ensure compliance with GSA and University guidelines and the MBSSA's Constitution.
- Responsible for organising the Welcome Function After Party.
- Responsible for the post event evaluation and provide feedback to Event Managers.
- Develop and update event guidelines for event teams as needed.
- Submit event registrations to GSA via GSA portal.

### Term

- Minimum one semester
- Maximum two semesters

## Marketing Director (MD)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 15- 20 hours

### Roles and Responsibilities

- Report to the President/Vice President.
- Manage brand image and positioning through maintaining internal and external relationships with members.
- Embrace the opportunity to develop existing relationships with current members, and research new opportunities to increase membership base.
- Establish strategic marketing plans and provide support to Event Managers to raise awareness (e.g. promotion on ticket sales).
- Develop a social media strategy across all MBSSA social media channels including Facebook, Instagram, and WeChat and ensure activities are in line with the objectives of the association.
- Manage the Marketing Committee to facilitate marketing of new events and other campaigns, and to ensure that deadlines are met and appropriate materials are produced such that all marketing related answerability is maintained.
- Provide weekly and monthly reporting and tracking of brand performance, and review results of planned campaigns.
- Regularly check and reply to MBSSA's Facebook messages
- Engage with GSA and fulfil all relevant marketing requirements.

### Term

- Minimum one semester
- Maximum two semesters



## 3.2 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

## 3.3 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 Manager (title TBC) 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 Manager (title TBC)
- 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 Content Officer (WCO)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 5 – 10 hours

### Roles and Responsibilities

- Report to the President, Vice President, and Marketing Director.
- Manage the MBSSA website (basic experience with WordPress and HTML/CSS is desirable).
  - Ensure all events are published.
  - Update committee photos and bios.
  - 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.
- Collaborate with the other marketing team members to regularly create and publish digital content that adds value to the student experience at MBS.
  - Reach out to industry professionals and alumni, create a content bank of interviews, write ups and articles (e.g. for Where Are They Now? Alumni series).
  - Create post-event recap content to promote greater understanding and awareness of MBSSA events.

### Term

- Minimum one semester
- Maximum two semesters

## 3.4 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