



# **MELBOURNE BUSINESS SCHOOL STUDENT ASSOCIATION**

## **Roles and Responsibilities**

Revised April 2022

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## **THE COMMITTEE**

The Committee has 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, Graphic Designer and a Podcast Editor.

### **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 surfaces in the form of intercultural communication, time management, project management and collaboration. Detailed position descriptions are found in this document.

## 1. ADVICE FROM MBS

To reduce the risk of extra-curricular activities impacting 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.

In the case of consistent unsatisfactory performance wherein a committee member is unable to fulfill their roles and responsibilities, it is recommended that a warning procedure takes place. This consists of 2 warnings followed by a probationary period of 2 weeks. If the member is still unable to fulfill their responsibilities after the probationary period, they can be asked to leave the committee.

Lastly, as the role of the Committee involves planning for the MBS cohort's events for the upcoming semester, it is expected that they commence their roles once they accept the offered positions.

## 2. ROLES AND RESPONSIBILITIES

### 2.1 Executive Committee

#### President

##### Number of Positions

- 1

##### Estimated Weekly Time Commitment

- 15 – 20 hours

##### Roles and Responsibilities

- Report to the Committee
- Meet and introduce new Committee members
- Develop and implement long-term objectives for the MBSSA
- Official spokesperson for the MBSSA
- External MBSSA matters related to University, the Faculty, GSA, industry, alumni and other institutions and organisations
- Ensure MBSSA's compliance with the University and GSA guidelines, and the MBSSA's Constitution
- Overlook efficient and smooth operations of the Committee together with the Vice President
- Ensure executive branches and their teams are acting cohesively and address any emerging operational issues
- Provide input to aspects like the Event Plan, Marketing Plan, Sponsorship Plan and committee structure
- 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

##### 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
- Ensures seamless operations throughout their term
- Provide guidance and support to all committee members and provide training when necessary. Conducts inductions and plans regular check-ins with committee members (i.e. Coffee Catch-Ups, Committee Mentoring)
- Manages and administers all internal communications and committee related issues.
- Addresses internal MBSSA matters related to the Executive Committee, and the MBSSA as a whole
- Recruit and introduce new Committee members
- Plans and executes committee bondings
- Support other Executive members where needed
- Monitors committee members' performance along with the President
- Shadows the President during his/her absence

### Admin Responsibilities

- Ensure MBSSA's compliance with the University and GSA guidelines, and the MBSSA's Constitution.
- Maintain a membership database.
- Regularly check the MBSSA's email account (mail@mbssa.org) for requests ranging from membership to Committee applications.
- Manage 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 including
  - Communicating all meeting notification to attendees as specified by the President or Vice President

### 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 and curate a financial spreadsheet at the end of their term
- 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.
- Pursue potential sponsorship opportunities and initiate contact with interested sponsors
- 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
- Ensuring tentative budgets are decided for each event at the start of the semester and tentative sponsorship expectations are established
- Liaisoning with the marketing team to ensure terms of sponsorships are fulfilled in communication. (Adding logos to event graphics, providing information about the sponsors to the cohort, sharing their material and meeting the deadlines)
- Manage backup of digital assets on the MBSSA's Google Drive for electronic version of funding applications and budget reports (FBE and GSA funding)
- Supervise the Sponsorship Officers and ensure appropriate external communications and sponsorship requests as well as communication with the Event Committee
- Support the Sponsorship Officers when required and ensure they have tools and strategies in place to maximise their outcome

### 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 the event calendar for the semester 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 providing 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)
- Establish strategic marketing plans and provide support to the CFO and MBSSA's sponsors (e.g. promotion on social media)
- Develop a social media strategy across all MBSSA social media channels including Facebook, Instagram, WeChat & LinkedIn 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
- 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
- Provide guidance and support to all members of the marketing team, including a weekly or fortnightly timetable
- Develop social marketing strategies in collaboration with other clubs & societies

### Term

- Minimum one semester
- Maximum two semesters

## 2.2 Management Committee

### Event Manager (EM)

#### Number of Positions

- 4-5

#### 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
- Participate in their own events and all other events, unless there are reasonable clashing commitments
- Complete Marketing Briefs punctually, and upload related documents to 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 the 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

- 8-10

### Estimated Weekly Time Commitment

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

### Roles and Responsibilities

- Report to the 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
- Participate in their own events and all other events, unless there are reasonable clashing commitments
- 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

## 2.3 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
- 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
- If needed, 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

- 2

### 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 MBS Instagram Takeover campaigns in coordination with the Marketing Director, including recruiting students and forwarding instructions
- Manage the recurrent 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
- Manage the MBSSA LinkedIn account, posting content relevant to the Melbourne Business School community

### 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
- Proficient use of design software to complete the aforementioned tasks (e.g. Illustrator, InDesign, Photoshop, Canva)
- 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 Developer (WCD)

### 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

## Podcast Editor (PE)

### Number of Positions

- 1

### Estimated Weekly Time Commitment

- 5 - 10 hours

### Roles and Responsibilities

- Report to the President, Vice President, and Marketing Director
- Plan, create and manage the MBSSA podcast: Let's Talk Business with MBSSA
  - Curate topics
  - Source guests
  - Prepare interview materials
  - Editing
  - Coordinate the recording logistics with guests, in collaboration with the Marketing Director
- Proficient use of sound-editing software (e.g. GarageBand, Audacity)
- Create related articles for each episode for promotion purposes (LinkedIn & website)

### Term

- Minimum one semester
- Maximum two semesters

## 2.4 Sponsorship Committee

### Sponsorship Officer (SO)

#### Number of Positions

- 4

#### Estimated Weekly Time Commitment

- 5 - 10 hours

#### Roles and Responsibilities

- Report to the President/Vice President/Chief Financial Officer
- Identify and pursue sponsorship opportunities for the MBSSA
- Responsible for acquiring short-term sponsors for individual events (e.g. Ball) or acquiring long-term sponsors for the MBSSA in general
- 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
- Must have the ability to handle uncertainty and at times rejections from the sponsors or while reaching out to new sponsors

#### Term

- Minimum one semester
- Maximum two semesters

## 2.5 HR Committee

### HR Officer (HRO)

#### Number of Positions

- 1

#### Estimated Weekly Time Commitment

- 5 - 10 hours

#### Roles and Responsibilities

- Report to the President/Vice President
- Responsible for the volunteer program and helping the President/Vice President with responsibilities such as ensuring there is no bias with recruitment and promoting diversity and inclusion
- Assist in ensuring that the committee is running smoothly and identifying recommendations that can be made

#### Term

- Minimum one semester
- Maximum two semesters

*Note: This is a newly created position and roles/responsibilities may change with experience in the position.*