



John Molson Women in Leadership

RECRUITMENT PACKAGE

2022-2023



POSITIONS

VP Corporate Relations

Duties:

- Serve as a liaison between corporate sponsors and the executive team, as well as a spokesperson for media communications.
 - Creating Sponsorship Package alongside VP Design.
 - Constantly developing relationships with potential new sponsors.
 - Collect internal/external funds.
 - Internal Funds: CASA, CSU
 - External Funds: Members of the Corporate Community
- Aid VP Events to find venues by providing sponsors with visibility opportunities
- Work with Co-Presidents and VP Design to review and update Corporate Relations package when needed.
- Delegate tasks to Director of Corporate Relations.
- Conduct research on relevant grant opportunities and submit grant applications and other funding proposals.
- Actively seek out in-kind sponsors for all events, and ensure that all sponsors are represented in marketing materials per sponsorship agreements.
- Work with Co-Presidents to create sponsorship goals for each semester and to create a sponsorship plan (monetary target and in-kind target)
- Meet with all corporate sponsors that are interested in partnering with JMWL
- Writing the details of the contract and ensuring that both parties are satisfied.
- Work on re-signing sponsors for the year to come.
- Ensuring that the sponsors contacted are not interfering with other subsidiary blacklisted companies.



POSITIONS

Director of Corporate Relations

Duties:

- Report to the VP Corporate Relations.
 - Constantly developing relationships with potential new sponsors.
 - Reaching out via cold calling or emailing necessary
 - Using their LinkedIn connections to bring in new sponsors.
 - Connecting VP Corporate Relations to contacts once they have confirmed that they are not interested in our content and have seen the corporate sponsorship package.
- Actively seek out in-kind sponsors for all events, and ensure that all sponsors are represented in marketing materials per sponsorship agreements.
- Work with VP Corporate Relations on a strategy to ensure that the corporate relations goal will be met by the year-end.
- Meeting with all corporate sponsors that are interested in partnering with JMWL and building their package around their needs.
- Managing all in-kind sponsorship such as an inventory count twice a year and determining the fate of past years in-kind items.
- Contacting companies for in-kind sponsorship (for events)
- Ensuring that companies are being represented for marketing purposes with VP Marketing



POSITIONS

VP Marketing

Duties:

- Overall marketing strategy
 - Delegate tasks, set deadlines, and ensure consistent branding.
 - Conduct meeting with Director Marketing and VP Design
- Create monthly schedules that include post content, timing, target market, and channels (including time-sensitive events/articles that arise throughout the month).
- Work closely with VP Design to produce and plan content.
- Respond to any inquiries on any of the platforms or pass them along to the correct executive member(s).
- Publish all relevant content on Facebook, Instagram and LinkedIn.
- Ensure that our committee is known throughout Concordia (and other universities in Montreal).
- Suggest sponsorship opportunities to VP Corporate Relations (through support that is shown via social media pages).
- Publish real-time updates on social media during events (Instagram story, Facebook live, announcements, winners/contests, etc.)
- Find innovative ways to promote events and the committee.
- Submit event information to be published in the CASA JMSB newsletter and contact the communications office so that the event can be published throughout the building's TV screens.
- Ensure that JMWL remains active on all three social media platforms, by having at least one post per week during Fall and Winter semesters.



POSITIONS

Director of Marketing

Duties:

- Work alongside VP Marketing on marketing strategy and with VP Design for execution
 - Create concepts, ideas and suggestions for the branding of JMWL
 - Reach out to people to interview for JMWL campaigns
- Work closely with VP Design and VP Marketing to plan content.
- Make creative concepts for branding of events and campaigns (using mood boards, Pinterest inspiration, to collaborate with VP Marketing and VP Design)
- Suggest new themes or features that JMWL can use on social media.
- Remind Executives/Collaborators/Ambassadors when it's their day to post for the sharing schedule.
- Make sure content is consistent across all platforms and aligns with our values.
- Find and reach out to contacts to interview for JMWL campaigns like #CapsuleFriday
- Ensure that JMWL remains active on all three social platforms, by having at least one post per week during Fall and Winter semesters.



POSITIONS

VP Involvement

Duties:

- Coordinate and organize the yearly JMWL Alumni Reunion
- Recruit and manage approximately eight Ambassadors for the Fall and Winter semesters alongside Co-Presidents.
- Host bi-monthly meetings with the Ambassadors.
- Create Ambassador schedules and coordinate their roles during events, alongside VP Events.
- Approve and edit content sent in by the Ambassadors alongside VP Marketing.
- Help with the planning process of succession, alongside Co-Presidents.
- Organize the booth for the involvement fair.
- Organize and contact applicants to schedule Ambassador position interviews.
- Organize and plan the Ambassador photoshoot and team bonding welcome to the team event.



POSITIONS

Director of Involvement

Duties:

- Report to the VP Involvement.
- Responsible for recruiting and managing the Collaborators for the Fall and Winter semesters alongside the Co-Presidents.
- Create Collaborators schedules and coordinate their roles during events, alongside the Director of Events.
- Plan bonding events between the Collaborators and Ambassadors.



POSITIONS

VP Finance

Duties:

- Work closely with Co-Presidents to set the annual budget at the beginning of the mandate.
- Work with CASA VP Finance to have the budget approved and help make it as rational as possible.
- Assign a budget for:
 - Activities
 - Events
 - Promotional items
 - Charitable donations
- Make projections for the revenues and expenses for each event and collaboration.
- Collect expense receipts and reconcile books.
- Collect payments and issue cheques when necessary.
- Present a detailed and accurate financial report at the BOA meetings.
- Obtain approval from the Co-Presidents for any unexpected expenses.
- Adjust budget at the end of Fall semester and Winter semester.
- Manage any details regarding the JMWL bank account.



POSITIONS

VP Events

Duties:

- Responsible for brainstorming event ideas with the Director of Events during summer and presenting it to the executive team. Once that is completed, must have Co-Presidents approve the event ideas prior to the start of the semester.
- Plan events that are aligned with JMWL's mission, which includes:
 - Organizing and coordinating events, such as networking cocktails, workshops, speaker events, etc.
 - Supporting the Director of Events with the research and selection of venues within the allocated budget and target audience size.
 - Responsible for the booking and execution of all of our events.
 - Responsible for creating event budget with VP Finance and dictating to the Director of Events the budget and how much to spend on each of the events (venue, goodie bags, food, etc.)
 - Responsible for approving Director of Events work and delegating tasks.
 - Responsible for creating the event script and assigning the duties and roles of each executive member.
 - Keeping contact with Hospitality Concordia in terms of booking rooms at school or renting suppliers/equipment.
 - Writing out and signing the contract for AV companies.
 - Schedule times of events based on CASA's internal calendar.
 - Maintain relationship with Alumni Concordia and let them know when a speaker is an alumni.
 - Help develop the application for Special Projects Funding document.
 - Presenting the event script to the executive team and Ambassadors with the Director of Events at least two weeks before the execution of an event.
 - Going over event invoices with VP Finance



POSITIONS

Director of Events

Duties:

- Responsible for reporting to the VP Events.
- Seek out information regarding campus services and facilities in Montreal that may be used for events.
- Responsible for calling all venues to gather information such as venue availability, venue costs, etc. and updating the master venue Excel sheet.
- Responsible to help create the event script and assigning the duties and roles of each Ambassador.
- Communicate to VP Involvement about the roles that each Ambassador will hold at the event and what is expected of them.
- Contacting and getting quotes from IITS: Laptop Rentals, Audio Visual, Projectors, Printers, etc.
- Contact and get quotes from any AV Companies.
- Assist VP Events in creating contracts.
- Responsible for seeking individuals or activities that can elevate an event's atmosphere, and sharing these ideas with the executive team.
- Responsible to help the Director of Corporate Relations put the goodie bags together and enlisting the Ambassadors if needed.
- Responsible for booking in school venues through the CASA booking system or through the CASA Internal executive.



POSITIONS

VP Internal

Duties:

- Responsible for organizing the Mentorship Sessions (two per semester) for the executive team and the Ambassador team. This includes:
 - Reaching out to potential mentors.
 - Creating the mentor package.
 - Creating the mentee package
 - Booking food for mentorship sessions.
- Responsible for managing the JMWL Library, including:
 - Working with the Co-Presidents to develop a long-term plan for the JMWL Library.
 - Managing the Zotero online platform.
 - Coordinating with Concordia library and VP Marketing to ensure the student body can easily access the books.
 - Gathering data from the library to evaluate the success of the JMWL Library.
 - Reaching out to mentors to gather book recommendations for the library.
- Taking care of internal I.T related issues.
- Acting as JMWL's Booking Officer, which includes:
 - Booking rooms for executive meetings, Ambassador meetings, Collaborators meetings and mentorship sessions.
 - Assisting VP Logistics with booking venues on campus for events.
 - Booking tabling in order to promote JMWL's events and increase JMWL's reach.



POSITIONS

VP Design

Duties:

- Preparation of JMWL promotional material, which includes:
 - Coordinating with VP Marketing to create design templates for social media campaigns.
 - Designing event promotion for JMWL's social media platforms.
 - Creating banners, flyers, presentation material, Snapchat filter and other designs for events.
 - Creating the Corporate Relations Package.
 - Creating the Strategic Plan.
 - All other designs deemed necessary by the Co-Presidents.
 - Creating all other content for the website, and adding content to the JMWL Youtube channel.

