

[AIESEC YORK]

Job Catalogue

[2009-2010]



WHAT IS THE JOB CATALOGUE?

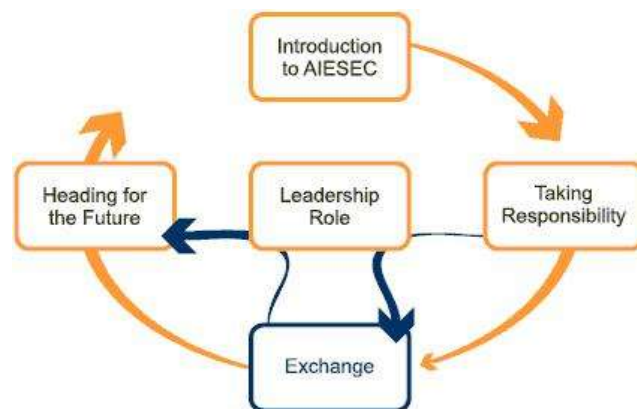
The purpose of a job catalogue is to allow individuals to choose a role that best suits them that they can immediately assume once they are members of AIESEC York. It eases the allocation of roles and positions of all levels and can ensure a “pipeline” of members so that at any given period, the LC has a sustainable mix of members at different stages of the AIESEC experience (Introduction to AIESEC, Taking Responsibility, Leadership Role, Exchange, Heading for the Future).

The construction of a well-written job catalogue is a precursor to a strong LC. It describes and establishes accountability, relationships, time commitments, and most importantly, detailed task descriptions for each role and position.

ORGANIZATIONAL STRUCTURE

The Local Committee (LC) supports all activities pertaining to the AIESEC Experience. The core focus of AIESEC work is based upon facilitating the Global Internship Program, an international exchange process. Each

Local Committee assists this by defining and delegating strategic areas of work into portfolios. Within these portfolios, young individuals will find opportunities for unique personal development that other university clubs most likely cannot. Whether one wants to learn how to go on marketing calls to companies, develop internal personal tracking systems, create advertisements, manage finances or fundraising events, or network with AIESEC Alumni now currently in the business world, the Local Committee is able to support these opportunities.



The structure of AIESEC as an organization is essential in maintaining the foundation of *The AIESEC Way* – providing our members with an integrated approach to leadership, international experience, and a global network. *The AIESEC Way* is a means of explaining why we operate the way we do, and the path or road on which we are heading. Within *The AIESEC Way*, our core values are incorporated: Activating leadership, Demonstrating integrity, Living diversity, Enjoying participation, Striving for excellence, and Acting Sustainably.

Within York’s LC, 6 distinct interdependent, but separately managed, portfolios exist. The Executive Board, which consists of Vice Presidents of each portfolio, is accountable to the membership, and the Vice Presidents are accountable to the Local Committee President. However, the Vice Presidents exist to provide opportunities to the membership for personal development.

PORTFOLIO DESCRIPTION

COMMUNICATIONS (COM)

The purpose of the Communications portfolio is both to communicate AIESEC to our Target Audiences and to facilitate effective communication within the Local Committee. The portfolio is involved with all other portfolios through a variety of different activities in different functional areas. Activities associated with the portfolio are:

- Development of Local Committee Communication Plan, focusing on external communication
- Strategic planning with the Outgoing Exchange and Talent Management portfolios
- Increasing external visibility of AIESEC, as outlined below:
 - Working together with the Incoming Exchange Portfolio to promote AIESEC to the local business community, with a focus on media relations that increase AIESEC's visibility, proposal writing and brochure creation, and networking event attendance
 - Promoting AIESEC on campus to both students and university faculty and administration, through effective promotions, campus media relations, event planning, and partnerships
- Management and enforcement of the AIESEC Brand
- Creation of external partnerships for the benefit of the Local Committee, with bodies such as local organizations and businesses, student clubs and the university
- Management of all Local Committee Information Systems
- Supporting the Alumni Relations portfolio where possible, in areas such as public relations and event planning

COMMUNICATIONS

POSITION:	Media Relations Director
DURATION:	1 year
ACCOUNTABLE TO:	Vice President of Communications
DESCRIPTION AND DELIVERABLES:	<ul style="list-style-type: none"> ▪ Creating a strategic plan including an execution timeline, with the VP of Communications for media relations ▪ Being the primary contact for external media outlets ▪ Being aware of the entire local committee's activities and incorporating important initiatives into media relations strategies ▪ Creating press releases by gathering data about the LC's activities and accomplishments ▪ Creating periodic newsletters for corporate externals ▪ Increasing awareness of and advertising AIESEC to media sources, with particular attention on the university campus and the surrounding community ▪ Contacting university newspapers (ex. Excalibur, The Insider) with the aim of building lasting partnerships and generating awareness for AIESEC through print ▪ Contacting other university media sources (ex. radio, YFile) to inform a pool of potential members and exchange participants of AIESEC's opportunities, while acquiring credibility among administration and faculty members ▪ Enforcing AIESEC brand ▪ Promoting partnership opportunities with the media ▪ Connecting with community newspapers to provide exposure for the AIESEC brand in the Toronto corporate sector
MEASURE OF SUCCESS:	<ul style="list-style-type: none"> ▪ Achieved goal of number of media appearances set in strategic plan ▪ Increase in AIESEC's external visibility throughout the university and the local business community
TIME COMMITMENT:	4-6 hours a week
SKILLS REQUIRED:	<ul style="list-style-type: none"> ▪ Time management & organizational skills ▪ Leadership, initiative, and independency ▪ Accountable and professional ▪ Comfortable in marketing the AIESEC Experience ▪ Effective communicator ▪ Creative in presentations

COMPETENCIES
GAINED:

- Self Awareness
- Personal Effectiveness
- Resilience
- Awareness of Others
- Inclusiveness
- Effective Communication
- Developing Others
- Stakeholder Focus
- Flexible Thinking
- Commitment to Results

PERSONAL
OPPORTUNITIES:

- Enhance verbal and written communication skills
- Increased organizational understanding
- The opportunity to interact with media sources on a constant basis and build a personal network of contacts
- Develop time, organization, and project management skills
- Advanced advertising skills in a unique environment
- Meeting substantial individuals within York, Canada, and potentially the world

POSITION: Director of Design and IT

DURATION: 1 year

ACCOUNTABLE TO: Vice President of Communications

DESCRIPTION AND DELIVERABLES:

- Designing creative conceptions and promotional materials, such as invitations, posters and brochures, for local committee events (ex. alumni events, general assemblies) and recruitment initiatives
- Graphic maintenance on existing designs to reflect marketing needs
- Ensuring the accurate representation of AIESEC at events through preparation and review of event materials
- Ensuring external website is a strong marketing source (for businesses and for students)

MEASURE OF SUCCESS:

- Increase AIESEC's external visibility throughout the university and the local business community
- Effective promotional material
- Increase in number of applicants (Exchange Participants and Members)

TIME COMMITMENT: 5-7 hours a week

SKILLS REQUIRED:

- Communication skills
- Advanced applied knowledge in recent versions of Adobe Photoshop, Illustrator, and other Creative Suite products
- Graphic design experience
- HTML
- Self-driven mind-set
- Ability to work with minimal supervision
- Excellent computer skills
- Proficiency in Flash and Action Scripting are a definite asset to the ideal candidate.
- Ability and willingness to take direction
- Ability to meet deadlines

COMPETENCIES GAINED:

- Self Awareness
- Personal Effectiveness
- Resilience
- Awareness of Others
- Inclusiveness
- Effective Communication
- Developing Others
- Stakeholder Focus

COMPETENCIES
GAINED:

- Flexible Thinking
- Commitment to Results

PERSONAL
OPPORTUNITIES:

- Enhance communication skills
- Learn how to enforce a corporate brand into interaction with all external stakeholders
- Gain experience in IT and graphic design
- Advanced advertising skills in a unique environment
- Meeting substantial individuals within York, Canada, and potentially the world

POSITION:	Director of Recruitment Promotions
DURATION:	1 year
ACCOUNTABLE TO:	Vice President of Communications
DESCRIPTION AND DELIVERABLES:	<ul style="list-style-type: none"> ▪ Responsible for leading promotional campaigns during recruitment periods for the local committee Being the primary contact for external media outlets ▪ Collaborating with TM and OGX in creating and executing a promotional plan for recruitments ▪ Creating a strategic marketing plan of promotional initiatives (ex. classroom presentations, posters, email-outs, booths, etc) for recruitments ▪ Ensuring the accurate representation of AIESEC during recruitment periods ▪ Marketing AIESEC and its programs to students and recent graduates through various promotional initiatives ▪ Contacting numerous entities on and off campus to ensure widespread awareness of AIESEC York's recruitments ▪ Collaborating with the Director of Design and IT to ensure proper promotional materials are created ▪ Collaborating with the Director of University Relations ▪ Contacting to contact event organizing bodies with the purpose of acquiring more information about campus events and registering AIESEC York to participate
MEASURE OF SUCCESS:	<ul style="list-style-type: none"> ▪ Increase in number of membership applicants and in number of students present during info sessions ▪ Increase in number of exchange participant applications
TIME COMMITMENT:	4-7 hours a week
SKILLS REQUIRED:	<ul style="list-style-type: none"> ▪ Time management & organizational skills ▪ Leadership, initiative, and independency ▪ Customer service skills ▪ Accountable and professional ▪ Self-driven mind-set ▪ Ability to work with minimal supervision ▪ Basic computer skills
COMPETENCIES GAINED:	<ul style="list-style-type: none"> <input type="checkbox"/> Self Awareness <input checked="" type="checkbox"/> Personal Effectiveness <input type="checkbox"/> Resilience <input checked="" type="checkbox"/> Awareness of Others <input checked="" type="checkbox"/> Inclusiveness Stakeholder Focus

COMPETENCIES
GAINED:

- Developing Others
- Effective Communication
- Flexible Thinking
- Commitment to Results

PERSONAL
OPPORTUNITIES:

- Enhance communication and presentation skills
- Improve marketing related skills
- Increased organizational understanding
- Learn how to enforce a corporate brand into interaction with all external stakeholders
- Develop time, organization, and project management skills
- Advanced advertising skills in a unique environment
- Meeting substantial individuals within York, Canada, and potentially the world
- Opportunity to interact with students and professionals on a constant basis and build a personal network of contacts