

SBSS Director Position Descriptions

2021-2022 Academic Year

February 2021

Academic Portfolio

Academics Co-Directors

- The Academics Directors must run events with a main goal in educational advancements
- The Academics Directors will be committed to coordinating and executing the annual Internal Case Competition and other academic initiatives throughout the year
- The Academics Directors will be responsible for aiding in creating, developing and growing new academic sessions and events
- The Academics Directors will interview and select all candidates for their Academics Committee

External Portfolio

Corporate Relations Director

- The Corporate Relations Director will be responsible for coordinating sponsorships with the VP External and the President
- The Corporate Relations Director will be responsible for reviewing and/or creating all contracts that are signed by the SBSS to ensure accuracy and consistency
- The Corporate Relations Director will be responsible for following up with partners after events, ensuring a follow-through and potential future sponsorship
- The Corporate Relations Director will be responsible for managing the Networking Co-Directors who will assist in partner outreach and maintaining those positive connections throughout the academic year
- The Corporate Relations Director will be responsible for updating the SBSS contact list throughout the year

Networking Co-Directors

- The Networking Directors are responsible for the facilitation of networking opportunities for Spratt Students
- The Networking Directors will plan and execute 4 to 6 Virtual Networking Events

- The Networking Directors will be in charge of all aspects of the events, but must coordinate with the VP External for the recruitment of business professionals for Virtual Networking
- The Networking Directors will be responsible for following up with partners after events, ensuring a follow-through and potential future sponsorship

Formals Co-Directors

- The Formals Directors are responsible for coordinating the Annual Business Banquet and Gala for the SBSS
- The Formals Directors will be in charge of all aspects of the events, but must coordinate with the VP External for the recruitment of business professionals for the Annual Business Banquet
- The Formals Directors are allowed to negotiate contracts, even long term ones, for the event venues and suppliers, with final acceptance coming from the Executive
- The Formals Directors must completely oversee the Annual Business Banquet and Gala for the SBSS with support from the VP External

Finance Portfolio

Finance Director

- The Finance Director is responsible for coordinating and compiling all Spratt conference reimbursements
- The Finance Director is responsible for coordinating and compiling all Spratt club reimbursements
- The Finance Director is responsible for assisting the VP Finance with monthly bank reconciliations
- The Finance Director will be a member of the SBSS Scholarship and Bursary Board Committee

Internal Portfolio

Corporate Clubs Co-Directors

- The Corporate Clubs Directors will be responsible for the coordination of the SBSS and all Spratt Clubs, and their efforts with associated events held throughout the year
- The Corporate Clubs Directors will be responsible for maintaining relations with all Spratt Club executives and members
- The Corporate Clubs Directors will be responsible for working to create transparency between the SBSS and all Spratt Clubs
- The Corporate Clubs Directors will work closely with BCMC to fully understand the needs of each individual Spratt Club

- The Corporate Clubs Directors are required to keep the VP Internal, President, and the rest of the Council informed of the progress and activities of the Sprott Clubs

Equity and Inclusion Director

- The Equity and Inclusion Director is responsible for fostering a safe and inclusive environment for underrepresented and equity seeking groups within the Sprott community
- The Equity and Inclusion Director will host 3 to 4 events alongside the Vice President of Internal Relations and Assistant Dean, of Equity and Inclusive Communities. These events will be open to all undergraduate Sprott School of Business students and the greater Carleton Community
- The Equity and Inclusion Director will be a member of the SBSS Scholarship and Bursary Board Committee
- The Equity and Inclusion Director will oversee the Equity and Inclusion Committee
- The Equity and Inclusion Director will work closely alongside the VP Internal and the International Student Representative

International Student Representative

- The International Student Representative is responsible for engaging the international student body attending the Sprott School of Business
- The International Student Representative is responsible for aiding with the planning and hosting of the annual SBSS x Clubs Sprottluck
- The International Student Representative is responsible for running at least one event during the SBSS Student Appreciation Week with the main goal of engaging Sprott's international community
- The International Student Representative is responsible for hosting one meeting per semester for International students and students who are interested in International student affairs. The purpose of these meetings are to engage and receive feedback/suggestions from the International student body
- The International Student Representative is to work closely with the Sprott International Business Association (SIBA) in order to better enhance the experience of both International students as well as International Business students
- The International Student Representative is expected to attend all SBSS Executive meetings

Marketing Portfolio

Public Relations Director

- The Public Relations Director will be responsible for managing the Public Relations Managers and all its members.
- The Public Relations Director must be in all the interviews and aid in choosing the Public Relations Managers.
- The Public Relations Director will be responsible for coordinating the Public Relations Managers with the Marketing portfolio to ensure that they are following the campaign

Merchandise Director

- The Merchandise Director is responsible for designing, coordinating and stocking the SBSS with merchandise to sell and give away
- The Merchandise Director must pass all designs and contracts through the Executive before ordering from the supplier
- The Merchandise Director is responsible for regular inventory counts
- The Merchandise Director must work to try to solve any discrepancies with the merchandise inventory count
- The Merchandise Director will be responsible to get the prices approved by the VPF before sales
- The Merchandise Director is encouraged to create promotions with the Marketing Director for the merchandise sales

Digital Media Director

- The Digital Media Director is responsible for taking any necessary photographs for the SBSS, whether for events or for marketing purposes
- The Digital Media Director is responsible for all visual marketing within the SBSS
- The Digital Media Director will aid in posting on the social media sites, including Facebook, Twitter, Instagram, the blog and any other hosted site the SBSS has activated.
- The Digital Media Director will be responsible for creating print ads, banner ads, videos and any other visual marketing the Council needs for events
- The Digital Media Director must monitor the social media sites, ensuring the content is appropriate

Media Production Director

- The Director of Media Production is responsible for taking any necessary photographs or videos for the SBSS, whether for events or for marketing purposes
- The Director of Media Production must work towards implementing innovative ideas and find solutions to any problem that may arise within the marketing portfolio
- The Director of Media Production is responsible for contributing to all visual marketing within the SBSS
- The Director of Media Production is responsible for updating and monitoring visual media (photography and videography) on the SBSS website on a continual basis
- The Director of Media Production will work with the Digital Media Director to aid in posting on the social media sites, including Facebook, Twitter, Instagram, the blog and any other hosted site the SBSS has activated.

Website Development and Digital Graphic Design Director

- The Website Development and Digital Graphic Design Director is responsible for updating and monitoring the SBSS website
- The Website Development and Digital Graphic Design Director is responsible for continued maintenance of the SBSS website
- The Website Development and Digital Graphic Design Director is responsible for the development of new pages and features to the SBSS website, ensuring information stays updated with upcoming events and important information for students
- The Website Development and Digital Graphic Design Director will work cooperatively with Digital Media Director and VP Marketing to ensure web design aligns with SBSS brand standards
- The Website Development and Digital Graphic Design Director will create the website layout and user interface, and manage of user experience
- The Website Development and Digital Graphic Design Director will generate and design email marketing campaigns
- The Website Development and Digital Graphic Design Director will work alongside the Digital Media Director and VP Marketing to create graphics, and engaging content to promote SBSS related events
- The Website Development and Digital Graphic Design Director will work alongside the Digital Media Director and VP Marketing to create content that furthers the SBSS brand and identity

Student Life Portfolio

Athletics Director

- The Athletic Director must run sport-oriented events throughout the academic year
- There must be 2-3 events, at least one in each the Fall and Winter semester, plus the coordination of at least two intramural teams in each of the Fall and Winter semester
- Athletics Director will be responsible to try to increase engagement for all athletic events
- The Athletics Director will interview and select all candidates for their Athletics Committee

Social Director

- The Social Director must run social and networking-oriented events throughout the academic year
- There must be 2-3 events, at least one in each the Fall and Winter semester
- Social Director is responsible to try to increase engagement for social events
- The Social Director will be responsible for coordinating Student Appreciation Week in the Winter semester
- The Social Director will interview and select all candidates for their Social Committee

Charity Director

- The Charity Director will be responsible for coordinating with the 5 Days for the Homeless Organizing Committee
- The Charity Director will interview and select all candidates wishing to participate in the Fall and Winter term charity initiatives
- The Charity Director will coordinate all media community partnerships for Fall and Winter term charity initiatives
- The Charity Director must participate in the charity events that they coordinate
- The Charity Director will be responsible to roll and count all donations
- The Charity Director will be responsible for aiding in creating, developing and growing new charity initiatives and events as well as improving previous events.