Executive Position Descriptions

**2022-2023 Academic Year**

Updated February 2022

Jump to:

# [Vice President External Relations](#_5ted71b9yejc)

# [Vice President Marketing](#_4lzjylsymuzb)

#

# **Vice President External Relations**

The Vice President External Relations is responsible for the acquisition and maintenance of corporate relations for the Sprott Business Students’ Society. The primary role of the Vice President External Relations is to secure sponsorships from corporate partners and to honour all promises and commitments made while striving to provide partners with a positive experience. Securing sponsors allows for the SBSS to connect students with representatives from the business community, as well as offers financial support to the various SBSS events and activities in all portfolios.

* Responsible for overseeing the initiatives of six directors, including the Business Banquet and Sprott Gala, and Virtual Networking
* Attend weekly Banquet meetings with Faculty in the final two months leading up to the event
* Attend weekly SBSS executive meetings and monthly council meetings
* Cold calling organizations and maintaining records relating to sponsorship
* Must act as the point of contact between the SBSS and all external parties including
* Maintain ongoing communication with the Sprott BCMC staff and Sprott Alumni Relations Officer
* Responsible for managing event-related issues
* Responsible for mitigating and addressing all portfolio related conflicts
* Responsible for overseeing event approval, planning, and execution
* Responsible for ensuring commitment of Directors to the SBSS for the entirety of the academic year
* Must act as a role model for all members of the SBSS and empowering them to take ownership of their own student experience

Portfolio: Corporate Relations Co-Directors, Formals Co-Directors, Formals Committee

#

# **Vice President Marketing**

The Vice President Marketing is responsible for the communication of all SBSS initiatives to the Sprott Student body, and for increasing awareness of the SBSS and its events throughout the school year. The Vice President Marketing oversees a portfolio of five directors and contributes leadership for SBSS merchandise, website development, social media, public relations and media production.

* Responsible for overseeing the Marketing portfolio
* Responsible for managing various SBSS event promotions through a variety of channels, in addition to Sprott and BCMC related promotions
* Attend weekly SBSS executive meetings and monthly council meetings
* Responsible for the execution of creative marketing tactics
* Management of outgoing communications with Sprott students through a variety of mediums, including social media, emails, and website.
* Responsible for generating excitement and engagement amongst Sprott students for SBSS initiatives
* Responsible for managing the SBSS brand across all means of communication
* Responsible for ensuring commitment of Directors and Managers to the SBSS for the entirety of the academic year
* Acting as a role model for all members of the SBSS and empowering them to take ownership of their own student experience

Portfolio: Merchandise Director, Digital Media Director, Media Production Director, Web Development Director, Public Relations Director, Public Relations Managers, Social Media Coordinator

#