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**Sprott Marketing Students’ Association Application Form 2016-17 Academic Term**

We are looking for new executives for the upcoming academic year 2016-17! If you are unsure which position you would like to apply for, visit the SMSA website to learn about each role!

http://smsacarleton.webstarts.com/index.html

**HOW TO APPLY:**

**Application Deadline: February 28th, 2016**

Please attach your **resume** to the application and e-mail the application to [sprottsmsa@gmail.com](mailto:sprottsmsa@gmail.com) with the **subject** as:

**SMSA Application RE:(position you are applying for)**

**Name:**

**Program:**

**Current Year:**

**1. Please indicate the position you are applying for** (President, VP Internal, VP External, VP Academic, VP Social, VP Communications, Event Coordinator, Director of Membership) – Position roles are described below!:

**2. What skills will you bring to this position and why are they important? Personality, assets, ideas, experience…be creative! What do you hope to bring to the position?**

**3. What past experiences do you have, whether school or work related, relate to this position?**

**4. Describe an instance where you were required to work as a team. What strengths do you have that you were able to bring to the team dynamic?**

**5. What marketing events have you attended and/or marketing campaigns you have worked on in the past in or outside of Sprott?**

**6. What is your favorite or least favorite marketing campaign, why? If you could, what would you change about it?**

**President**

As the President of SMSA, you are responsible for overseeing the actions of the members, finalizing all projects and activities, and leading meetings. Duties also include seeking sponsorship and meeting with local businesses and faculty.

**VP Communications**

The executive role of VP Communications is responsible for building and managing all social media platforms such as the SMSA website, Facebook, LinkedIn, Twitter and Instagram pages. This role also includes social media posts during key events such as the SMSA conference. Needed and developed skills with this position: Gained knowledge and utilization of Hootsuite; social media strategy and management, website and infographic creation.

**VP Event Coordinator**

This role is in charge of coming up with new event ideas and improving existing SMSA events. As the event coordinator, you will be responsible for coordinating and delegating responsibilities pertaining to each event (Hockey Game, JMSM, Case Prep, Sprott Marketing Conference...etc.). These responsibilities will include creating google docs/sheets, hiring transportation, making/printing brochures, cards, name tags, selling tickets, reserving spots at Ollie’s. You will develop public speaking, leadership, event planning, and teamwork skills throughout this position.

**VP Academic**

The Vice President Academic is responsible for running case prep sessions alongside the president, assisting with the organization of the career panel, and with any other activities as required. This role involves finding academically relevant speakers for the Sprott Marketing Conference and acting as a liaison between professors and the SMSA for the promotion and planning of the event.

**VP Internal**

The executive role of VP Internal is responsible for Completing insurance forms and enforcing appropriate policies for all events organized by SMSA. You are also responsible for helping plan and coordinate SMSA events.

**VP External**

VP External is responsible for reaching out to business professionals to provide SMSA with sponsorships; developing proposals for funding; and approving financial documents. In addition to this, VP external also promotes events, clubs, and marketing to students while aiding all others in accomplishing their goals. Networking through class talks, orchestrating bus rentals and venues for the marketing conference, reaching out to potential sponsors and panelists to attend and represent SMSA at the Sprott Conference, allows our team to expand our knowledge and develop a marketing community for Sprott students

**Director of Membership**

The executive role of Director of Membership has the responsibility of contributing to the design and creation of this years social events and gatherings SMSA is in charge of putting on. You will also have the responsibility of being in charge of the first year reps who will be hired in the first month of the semester.