



Executive Position Descriptions 2021/2022

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President

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The President manages and oversees the executive team to ensure everyone is on track with their responsibilities and execute successful events to support +150 sprott students academics, career, and networking skills.

Major Responsibilities:

The major responsibilities for this position is to **delegate tasks, advise, actively listen and share feedback** to the executive team throughout the year. You are to ensure the fulfillment of SIBA's goals and objectives (refer to SIBA Constitution) and act as the primary decision maker for SIBA. You are encouraged to attend all events, promote SIBA events to your personal network, and attend all weekly meetings to ensure the success of SIBA.

VP, Relations

sibaexternal.sprott@gmail.com

The VP Relations manages the information flow of the club, and communicates with SIBA's sponsors, Sprott faculty and other external clubs. The VP Relations works second to the President to ensure a strong internal structure of the organization.

Major Responsibilities:

- Managing SIBA sponsorships: seeking out and retaining sponsorships for SIBA, both within the Carleton Community (SBSS, BCMC) and externally.
- Acting as a liaison between SIBA and other Sprott/Carleton organizations (SBSS, CUSA, ISSO, other Carleton Clubs, etc.).
- Pursuing future opportunities between SIBA and the Ottawa

business
community.

- Performing quality control and providing support and guidance for all executive members.
 - Administering information flow within the Club (administering Google Drive, creating meeting agendas, distributing meeting minutes, managing email, etc.)
 - Acting as the primary decision maker for SIBA in the absence of the President.
 - Hiring and overseeing the First Year Representative(s) with the President.
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VP, Finance
sibafinance.sprott@gmail.com

The Vice President of Finance is the executive who is responsible for all the budgetary functions of SIBA.

Major Responsibilities:

- Create academic year budget
 - Manage expenses and revenues over the year
 - Handle the bank account
 - Assist in searching for funding opportunities
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VP, Events
sibaevents.sprott@gmail.com

The VP of Events envisions, plans, budgets, coordinates, and executes events for the Sprott International Business Association. This position involves managing the Events Director and Intern(s) and requires

everything from contacting internally and externally, through sending emails, meeting with BCMC and to help out with the small details with your Events team and Marketing team. A VP of Events and must have **attention to detail, be proactive, be organized, outgoing, and foster a community feel at every event.**

Major Responsibilities:

- Event Planning
- Oversee and delegate tasks to Events Team and Marketing Team
- Plan logistics with detailed timelines
- Meeting and updating with BCMC (BIB advisor, Alumni Relations Officer, Spratt Events Coordinator)
- Networking/Public Speaking
- Communicating with SBSS on the Events Committee

VP, Marketing

sibamarketing.spratt@gmail.com

The VP Marketing is responsible for ensuring SIBA effectively markets its events, and online initiatives. The VP must delegate tasks to the Director and Intern, and ensure other SIBA departments are informed as well of their plans and goals.

Major Responsibilities:

- Outline marketing budget
- Plan content calendar
- Track marketing metrics
- Update and manage the website
- Team meetings with the marketing team
- Delegate tasks to Director and Intern(s)

- Communicate with events team to align marketing and events schedule
 - Assist in creation of graphics and posting where needed
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Events Director(s)

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The Events Directors plan, coordinate, and execute events for the Sprott International Business Association. These positions involve everything from sending emails and attending meetings with BCMC to picking out board games and ordering nachos. An Event Director must have strong attention to detail, love people, and facilitate community at every event.

Major Responsibilities:

- Event planning and facilitation
- Delegating tasks to intern(s)
- Representing SIBA at events

Language & Exchange- Major Responsibilities:

- Planning and facilitating SIBA's language events
 - Running the Carleton Exchange Connections initiative in collaboration with CUEx
 - Managing SIBA's Snapchat vlog series (if students go abroad)
 - Running the Global Buddies Program in collaboration with CUEx (if exchange students come to Carleton)
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Marketing Director

sibamarketing.sprott@gmail.com

The Marketing Director oversees the promotion of all SIBA's events, activities and initiatives to the students and the general public.

Major Responsibilities:

- Promote all SIBA's activities, events and initiatives.
- Creating graphic designs
- Manage SIBA's social media accounts (i.e. Facebook, Instagram, Twitter, Snapchat)
- Hiring and overseeing the Marketing Intern (done with VP Marketing)
- Coordinate with Events Director to facilitate and market events
- Communicate with President and VP Relations about any questions or concerns with events and marketing