



HIRING PACKAGE



2022 - 23

UBC IMPRINT is the largest undergraduate corporate branding conference in Western Canada.

Under the External Portfolio of the Commerce Undergraduate Society, Imprint hosts an annual conference in February and organizes pre-conference workshops in the months approaching the event.

This year, the Imprint Team has big goals to make Imprint more successful than ever and we are looking for passionate and motivated Imprinters to make this happen. If you want to make your mark, keep reading to check out the available positions!

WHAT IS IMPRINT?





WE ARE HIRING:

2 AVP Logistics

2 AVP External

2 AVP Corporate Relations

1 AVP Marketing

1 AVP Creative

2 Junior Representatives

Term: September 2022 - March 2023

ASSOCIATE VICE PRESIDENTS (AVP)

We are seeking enthusiastic and motivated candidates to be a part of the UBC Imprint team. You will be required to support and work alongside your portfolios as well as promote the Imprint Conference to the UBC community.

General Responsibilities*

- Actively represent the Imprint brand to the UBC community by engaging with and sharing Imprint content online
- Supporting the Imprint team both prior to and during Imprint events (e.g. workshops, boothing, Conference, etc.)
- Attend assigned portfolio meetings
- Attend weekly executive meetings on Google Meet/Zoom (we will accommodate timezone differences)
- Present to your classes in regards to pre-conference workshops and the UBC Imprint Conference

***See page 5 for portfolio-specific responsibilities**

AVP Qualifications

- Current UBC student (any year and faculty, **students within and outside Canada can apply**)
- Passion for marketing and corporate branding
- Ability to work independently and in a **team environment (previous team experience will be considered an asset.)**
- Willing to learn and take initiative

Anticipated Learning Outcomes

- Excellent networking skills
- Professional written and verbal communication skills
- Large network of business professionals
- Ability to plan large scale professional events

Time Commitment: 4 to 6 hours per week with additional time commitments around events

How to Apply: see last page for details

PORTFOLIO RESPONSIBILITIES

AVP Corporate Relations

- Contacting potential sponsors through cold calling and emailing
- Organizing sponsorship prizes and information
- Researching potential sponsors
- **Currently hiring 2**

AVP External

- Contacting delegates through cold calling and emailing
- Data entry relating to delegate contacts
- Research potential professionals to connect with
- Assist in relationship development with professionals
- **Currently hiring 2**

AVP Marketing

- Assist with running UBC Imprint's social media accounts (eg. Facebook, Instagram, LinkedIn) which including posting and replying to message inquiries
- Reach out to other clubs for collaborative promotion
- Email communications with event attendees
- **Currently hiring 1**

AVP Logistics

- Assist with organizing the conference by maintaining cordial relations with the hotel to create an amazing experience for the delegates at the conference
- Create detailed schedules and delegate responsibilities to the team to perform activities on the day of the conference
- Coordinate transportation for professional delegates if required
- **Currently hiring 2**

PORTFOLIO RESPONSIBILITIES

AVP Creative

- To be able to create visual media and materials (eg. graphics, video, etc.) for the events and conference
- Have a creative eye to be able to make visually appealing content
- Able to use Photoshop or Canva
- **Currently hiring 1**

JUNIOR REPRESENTATIVES

Junior representatives form the backbone of the UBC Imprint team. In addition to promoting the UBC Imprint Conference to the general school community, you will work closely and support with several portfolios

RESPONSIBILITIES

- Throughout the position, you will choose 3 portfolios that you're interested in and rotate through them, helping with portfolio specific tasks and activities
- Assist with inter-portfolio projects
- Mentored by Co-Chairs
- Attend assigned portfolio meetings
- Attend weekly executive meetings on Google Meet/Zoom (we will accommodate timezone differences)

QUALIFICATIONS

- Current UBC student (any year and faculty, **students within and outside Canada can apply**)
- Passion for marketing and corporate branding
- Reliable, responsible, and committed
- Ability to work independently and in a team environment
- Willing to learn and take initiative

ANTICIPATED LEARNING OUTCOMES

- Development of skills related directly to the portfolio in which they are assigned
- Understanding of how to put together a large-scale conference
- Develop strong teamwork and communication skills
- Opportunity to be mentored by executive members and co-chairs

TIME COMMITMENTS: 4 to 6 hours per week with additional time commitments around events



HOW TO APPLY:

If you've made it this far and are still interested,
here are your next steps!

Email your one page PDF resume titled
"**Position_LastName_FirstName.pdf**" to
Sahil Parekh & Dhvanit Doshi at
ubcimprint@gmail.com

Please make the email subject:
"**Your Name - 1st Choice Position**" Application

Instead of a cover letter, please fill out this
Google Form:

<https://forms.gle/2ZKZ45Tx8sefsdv17>

DEADLINE: Apply by **September 28th**
11:59PM