

ATKINSON PROFESSIONAL ACCOUNTING ASSOCIATION

Executive Recruitment 2018-2019



The Atkinson Professional Accounting Association (APAA) is a student-run organization that serves to encourage leadership, excellence, and professionalism in accounting students at York University.

The APAA is currently hiring the following positions for the 2018-2019 academic session:

- Co-President
- Communications Director
- Social Media Director
- Marketing Director (2)
- Operations Director (2)
- Student and Community Relations Director

Co-President

The Co-President's duties are to work alongside the internal Co-President to strategize the approach of sponsorship acquisition and management, and plan events for the year. Furthermore, the Co-President will be the face of the organization- participating in faculty meetings, presenting at events, and meeting with external organizations. The Co-President is responsible for APAA's overall planning and budgeting, while also effectively delegating tasks to members of the council.

- In addition, the Co-President will be responsible for administrative tasks; filling in forms, booking room and equipment, and reviewing financial information.
- The Co-President must review all APAA content on website, social media, and emails prior to release.
- The Co-President will be dealing with complaints, concerns or inquiries by students and external organizations.
- The Co-President must have strong public speaking and organization skills.

Marketing Team

The Marketing Team is responsible for the promotion of the Atkinson Professional Accounting Association and its respective events. The team's responsibilities entail the use of the APAA website, as well as its Facebook Group and any other online media. Furthermore, they are required to create well-designed promotions and communications material, in addition to various other media projects. They are responsible for the promotion of the APAA as a whole.

Position: **Social Media Director**

- The director must be highly proficient in all functions of popular platforms (Facebook, Twitter, Instagram, etc.) with a strong ability to create engaging written advertisements
- While reporting to the Vice-President of Marketing, the Social Media Director must also coordinate with the operations team to disseminate information in a timely and effective manner about events, employment, competitions and recruitment.

- The director will also responsible for the creation of promotional materials.
- Experience with design creation is an asset.
- The director must have strong written communication, and organization skills

Position: **Communications Director**

- The director will be in charge of developing effective forms of communication with the members through well planned emails, the APAA website, and YUConnect. The Communications Director is to report to the Vice-President Marketing, and accept all instructions as delegated.
- While reporting to the Vice-President of Marketing, the Communications Director must also coordinate with the marketing team and operations team to disseminate information in a timely and effective manner about events, employment, competitions and recruitment.
- The director must have strong written communication, and organization skills

Position: **Marketing Director**

- The director's primary duty is to create strategies to promote the association and its events. This includes a heavy focus on campus events (tabling, classroom announcements, etc.), and through online channels.
- While reporting to the Vice-President of Marketing, the director will be responsible for developing marketing campaigns, and any other media required to promote the APAA and its events.
- The director must have strong presentation skills, as well as written/verbal communication, interpersonal, and organization skills.

Operations Team

The Operations Team is responsible for planning and executing various events throughout the academic year. These include the Annual Spring Networking Night, Interview Workshops, CPA Information Sessions, and more.

Position: **Operations Director**

- The director will be involved in the researching, planning, coordination and execution of APAA events while reporting to the Vice-President Operations.
- The director will be responsible for creating and conducting surveys towards the improvement and growth of events, in addition to the required procedures for the execution of events
- The director will be responsible for any other tasks delegated by the Vice-President of Operations and will coordinate with the Marketing Team
- The director must have strong communication, and organization skills.

Position: **Student and Community Relations Directors**

- The director is responsible for planning and executing events for the Volunteer Leadership Program, leading the Volunteer Leadership Committee at local initiatives.
- In addition, the director will look for new opportunities on campus for the APAA to be a part of
- The director will assist with the execution of APAA events and reports to the Vice-President Operations
- The director will be responsible for any other tasks delegated by the Vice-President of Operations and will coordinate with the Marketing Team
- The director must have strong communication, and organization skills.

To apply:

Download and fill out the application form attached. Read through the application instructions and submit it **BOTH online to info@yupaa.com as one PDF AND in person to 282 Atkinson (Office of Administrative Studies)** anytime when they are open.

Note: Not every candidate will be contacted for an interview. Positions available are not necessarily limited to those outlined above, nor is the association obligated to hire for all positions listed. The structure of the executive council is tentative and may be subject to change without notice.