



## **COMMERCE STUDENTS' ASSOCIATION (CSA)**

The CSA strives to enrich the undergraduate student experience at the I.H. Asper School of Business through unique events and professional development opportunities that foster meaningful relationships with the greater business community.

## **POSITION OVERVIEW**

The Vice President Corporate Relations (VPCR) is responsible for establishing and maintaining partnerships with the business community to build the Corporate Partners Program and increase sponsorship for events organized by the CSA and Student Action Groups (STAGs). The VPCR leads and supports a team of seven (7) Manager of Corporate Relations and one (1) Manager of Corporate Outreach.

## **POSITION RESPONSIBILITIES**

- Assign a portfolio of corporate partners to each MCR.
- Facilitate regular meetings with the Corporate Relations Portfolio
- Together with the President, appoint and maintain a close relationship with the CSA Honorary President.
- Compile and design the Corporate Partners' Program with the help of the Vice President Marketing.
- Organize the annual "Events 101" pitch night.
- Organize "CR Training Night" and other training sessions for CSA Directors of Corporate Relations.
- Organize the Annual Corporate Partners' Appreciation Night (CPAN).
- Create and maintain the CSA "Do Not Contact List".
- Create and maintain the CSA "Corporate Communication Guidelines".
- Keep an updated version of the Corporate Directory at all times.
- Update and oversee sponsorship tracking spreadsheets.
- Facilitate regular communication with CSA event planners and create sponsorship opportunities.



# VICE PRESIDENT CORPORATE RELATIONS

Last revised: January, 2024

- Facilitate regular communication with STAGs who receive sponsorship from corporate partners.
- Explore new leads in collaboration with the MCO.
- Attend and participate fully in the Canadian Association of Business Students (CABS) Roundtable during the beginning and ending of their term.
- Attend all CSA events.
- Attend all STAG CPP events.
- Additional duties as they may arise.

## **LINES OF COMMUNICATION**

- CSA Executive Council
- CSA General Council
- CSA Honorary President
- Managers' of Corporate Relations (MCRs)
- Manager of Corporate Outreach (MCO)
- Corporate Partners
- Student Action Groups (STAGs)
- Event Planners

## **SKILLS DEVELOPED**

- Leadership
- Strategic Planning
- Negotiation Skills
- Rapport Building
- Problem-Solving
- Expectation Management
- Decision Making
- Interpersonal Skills
- Detail-Oriented
- Integrity

## **POSITION DETAILS**

Number of positions available: 1

Reports to: President



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## COMMITMENT LEVEL

Summer 2024	Fall 2024	Winter 2025
High	High	High

High = 15-25 hours a week

Medium = 5-15 hours a week

Low = Less than 5 hours a week