

JOB DESCRIPTION

Position Title:	Vice-President Corporate Relations and Communication
Term of Office:	April 1 to March 31
Supervisor:	Leadership Team

General Scope of Duties

The Vice-President of Corporate Relations and Communications (VP CorpComm) will establish both external and internal relationships while acting as the primary agent for brand policing and strategy. He/she will act as a brand driver and monitor all activity concerning the DeGroote Commerce Society brand to ensure that it is correctly being followed regarding the society's branding policies. The VP CorpComm will work closely with the CAO to ensure all committees are correctly displaying the DeGroote Commerce Society brand. The VP CorpComm will foster ongoing relationships with current external partners as well as establish new ones. He/she will be the main agent for communication within the DeGroote School of Business and McMaster University.

Job Duties and Responsibilities	
Category	Specifics
Supervisory Function	<ol style="list-style-type: none"> I. Shall work with the CAO to oversee committees to ensure that they are following correct branding procedures when printing, posting, or using the DCS logo in any other medium. II. Monitor all other self-operating organizations that are affiliated to the DCS that will use the logo and the accompanying brand and hold them responsible to the Branding Policies. These organizations include: <ul style="list-style-type: none"> • DeGroote Marketing Association (DCS) • MAC IC • DeGroote Impact • DeGroote Accounting Association (DAA) • DeGroote Human Resources Association (DHRA), as well as any other bodies that have relations to the DCS. III. Train committee chairs on all aspects of the Branding Policies.
Communications and Representation Function	<ol style="list-style-type: none"> I. As the primary brand driver for the society, the VP CorpComm will establish brand strategies that will effectively communicate and distribute the brand in a variety of areas and mediums. The brand strategies will be developed at the start of the year with guidance from the leadership team. This brand strategy will be the base of how the DCS will develop and display its brand for the year. II. Update the Branding Guidelines Package as needed to successfully communicate the brand strategies. III. Foster relationships with alumni to create and maintain a large resource base of alumni.

Job Duties and Responsibilities	
Category	Specifics
	IV. Establish external relationships with businesses to attract society-wide sponsorship and actively pursue other sponsorship initiatives. V. Construct and maintain a society sponsorship package that will be distributed to those external businesses.
Other	I. Attend all executive meetings or emergency meetings at the request of the President & CEO. II. Train successor in every aspect of this position and construct a turnover package to allow for a seamless transition.

Effort and Responsibility

- Accountability to the DeGroot Commerce Society Financial Policies
- At times, high levels of stress and anxiety.
- Accountable as a signing authority for the DCS (e.g. cheques, deposits)

Knowledge, Skills, and Abilities

- Knowledge of the organization structure of the DeGroot Commerce Society
- Posses exceptional organizational and time management skills
- Ability to work effectively and efficiently under pressure
- Management skills are pertinent to this position. Ability to work well with others, written and oral communication skills, delegation, conflict resolution, decision making and patience.
- Strategic Planning skills: ability to identify problem areas; to develop and implement strategies for change