ATKINSON PROFESSIONAL ACCOUNTING ASSOCIATION

Executive Recruitment 2022-2023

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 looking for the following team members for the 2022-2023 academic session:

- Vice President of Marketing
- Vice President of Operations
- Vice President of Finance
- Graphic Design Directors
- Digital Content Directors
- Social Media Directors
- Project Directors
- Event Directors
- IT Directors

Marketing Team

Position: VICE PRESIDENT OF MARKETING

The Vice President of Marketing is responsible for the promotion of the Atkinson Professional Accounting Association and its respective events while overlooking the marketing team – the Graphic Design Directors, the Digital Content Directors, the Social Media Directors, and the Project Director. The responsibilities entail the use of the APAA website, as well as its Instagram, LinkedIn, 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: GRAPHIC DESIGN DIRECTOR

- Design and create promotional and marketing materials, print, and digital collateral including but not limited to social media banners, posters, uniforms, etc. Experience with design creation is mandatory (i.e., Canva, Photoshop, Illustrator, etc.) - Please provide samples with your past work.
- While reporting to the Vice-President of Marketing, the Graphic Designer must also coordinate with the event coordinators to disseminate information in a timely and effective manner about events, employments, competitors, and recruitments.
- Collaborate with the IT team to translate marketing requirements into compelling digital designs and campaigns – Web design experience preferred, but not a mandatory

Position: DIGITAL CONTENT DIRECTOR

- Write, edit and adapt compelling content for the APAA's social media, website, marketing materials, and similar platforms (mainly on Instagram and LinkedIn), including professional email campaigns as required
- Actively participate in the creative process and provide suggestions and ideas that align with the marketing and communications strategy
- While reporting to the Vice-President of Marketing, the Digital Content Director must also coordinate with the marketing team and operations team to disseminate information in a timely and effective manner about events, employments, competitions, and recruitments

Position: SOCIAL MEDIA DIRECTOR

- Must be highly proficient in all functions of popular platforms (Instagram, LinkedIn, Facebook, etc.) collaborating with the Digital Content Director to create engaging written advertisements and with the Graphic Designer to upload the posts on the digital channels – Please provide a sample of your personal/business Instagram or LinkedIn account if available (not a mandatory)
- Promptly answer questions and provide solutions in a professional manner at all times through social media platforms to establish positive and professional relations with industry professionals and peer students
- Responsible for various media during and after events (photographs, videos, and so on)

Position: PROJECT DIRECTOR

- Responsible for planning and executing special APAA projects through professional communication and management; acting as the main representative when the APAA proceeds with the new projects
- One project director will be responsible for any other tasks delegated by the Vice-President of Marketing as a part of the marketing team and the other will be responsible for any other tasks delegated by the Vice-President of Operations as a part of the operations team - Please indicate your preference
- Create and track project management plans using Microsoft tools for the projects and proactively maintain the projects engagement calendar for the APAA members

Operations Team

Position: VICE PRESIDENT OF OPERATIONS

The Vice President of Operations duties are to work alongside the Co-Presidents to strategize the approach of sponsorship acquisition and management and assist with the event planning for the year. Furthermore, the Vice-President Operations' will delegate responsibilities of event planning; seeking finances from the Vice President of Finance; and ensuring that the event will be run safely and in accordance with the rules of York University. The Vice-President of Operations is responsible for the coordination and implementation of their team's activities and reporting back to the co-presidents.

Position: PROJECT DIRECTOR

- Responsible for planning and executing special APAA projects through professional communication and management; acting as the main representative when the APAA proceeds with the new projects
- Create and track project management plans using Microsoft tools for the projects and proactively maintain the projects engagement calendar for the APAA members
- One project director will be responsible for any other tasks delegated by the Vice-President of Operations as a part of the operations team and the other will be responsible for any other tasks delegated by the Vice-President of Marketing as a part of the marketing team - Please indicate your preference

Position: EVENT DIRECTOR

- Involve in the researching, planning, coordination, and execution of APAA events while reporting to the Vice-President of Operations
- Coordinate with the marketing team and operations team to disseminate information in a timely and effective manner about events, employment, competitions, and recruitments
- Responsible for creating and analyzing surveys towards the improvement and growth of events, in addition to the required procedures for the execution of events
- Must have strong organization and effective planning skills

Position: IT DIRECTOR

- Develop and maintain the APAA's website and APAA Reddit in order for the users to access it effectively - Preferred experience in computer programming or website development, but not required
- Facilitate communication between the Graphic design directors, and the digital content directors to upload materials on the website such as regular career posts, events information, etc.
- Create the registration forms before the events and survey after the events towards the improvement of future events coordinating with event directors

To apply:

Download and fill out the application attached. Read through the application instructions and submit it online to info@yuapaa.com as **one pdf file.**

Note: 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.