



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:

- Graphic Design Directors
- Digital Content Directors
- Project Directors
- Event Directors



Marketing Team

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: **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: **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

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.