



The American Marketing Association
University of Maryland at College Park
Robert H. Smith School of Business
3462 Van Munching Hall
University of Maryland
College Park, MD 20742
www.TerpAMA.com



Congratulations on making your first step towards leadership in terpAMA! We're excited that you're interested in joining our board.

Below is some useful information on the application process for each position, as well as position descriptions so you know what you're getting yourself into. You are welcome to apply for more than one position.

**If you apply for a VP position and do not get it, you are welcome to apply for another position in the executive board.

How does it work?

President applicants will submit their application and resume first. They will be invited to a board meeting to make a statement and answer questions from the current terpAMA board. The new President will be appointed that week. Applicants should prepare 10-minute statements to address the current terpAMA board explaining why they want to be President and any potential plans/visions they might have for the organization.

VP applicants will submit their application and resume. They will be interviewed by the current President, the new President, the co-advisers, and current VPs. They will be appointed at the end of the interview week.

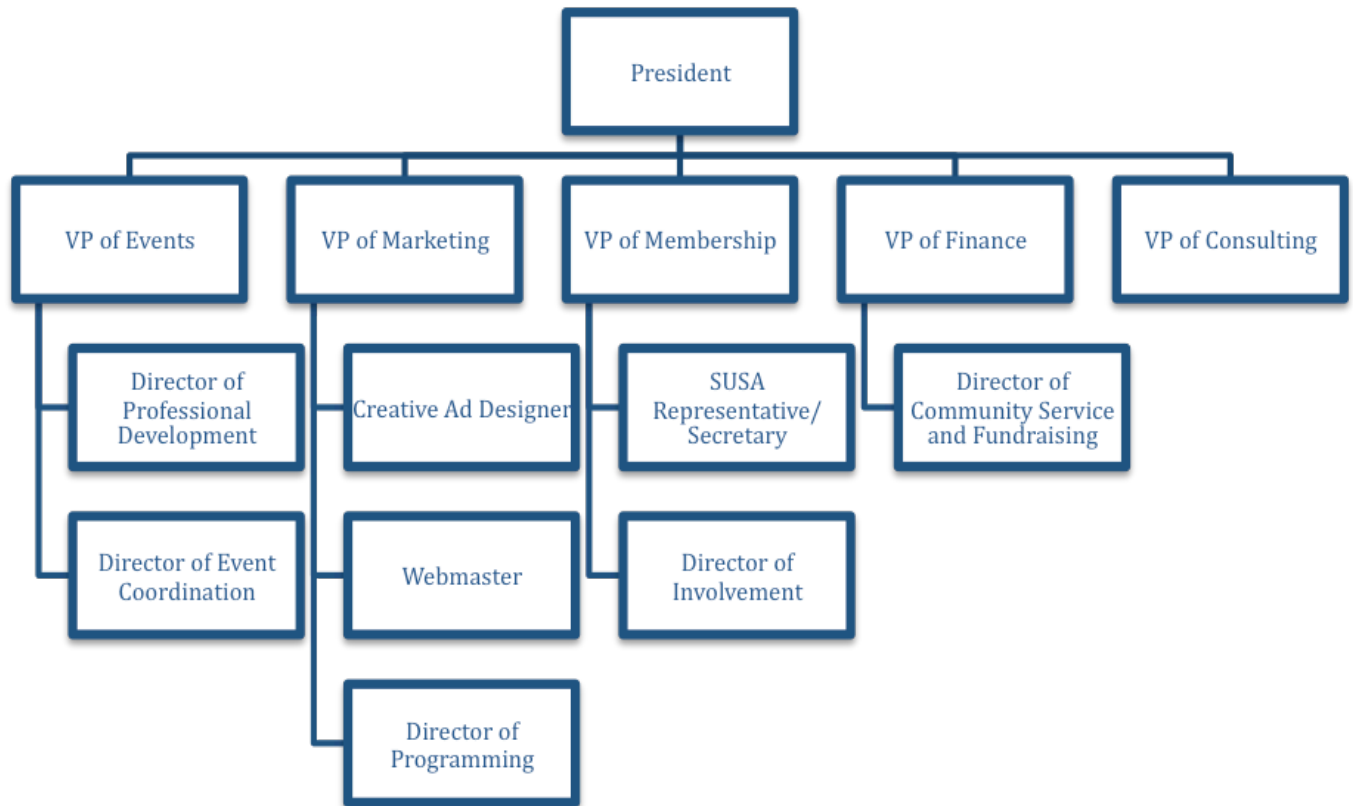
All other exec board position applicants will submit their application and resumes at a later date. They will then be interviewed by the current President, new President, co-advisers, and the current and new VP in charge of their "department".

All President and VP applications are due with resumes attached by **February 12**. Applications can be emailed to Monisha Tripathi at Monisha.L.Tripathi@gmail.com

All other executive board positions are due with resumes attached by **February 20**. Applications can be emailed to Monisha Tripathi at Monisha.L.Tripathi@gmail.com

Position descriptions are in the following pages.

EXECUTIVE BOARD POSITION DESCRIPTIONS



President

- Constant communication with 5 Vice Presidents
- Submit End of Semester Reports to SUSA
- Submit all competition applications to National AMA
- Consistently check National AMA website for involvement opportunities
- Serve as go-between for faculty advisers and board
- Oversee and manage all 5 arms of the executive board while keeping the mission and best interest of the organization as priority
- As the face of the organization, the President must be able to represent the organization in a way that best fits the needs of the members

Vice President of Finance

- Manage Chevy Chase Bank Account
- Write all outgoing checks and receive all incoming checks
- Allocate terpAMA funds based on projected needs
- Seek funding from both SGA and SUSA
- Work closely with Director of Fundraising and Community Service to develop strategies

Director of Fundraising and Community Service

- Plan and implement fundraising events and/or strategies (via team meetings if necessary)
- Assist VP of Finance with budget adherence by assisting with funds allocation
- Coordinate community service efforts

Vice President of Membership

- Track and manage collection of national and local membership forms, as well as dues
- Check members in to events and provide summary of events attendees
- Compile and analyze data on current members
- Develop, plan, and implement ideas on attracting new members

Director of Outreach

- Conduct surveys about events and overall outlook of members
- Plan and implement activities at events that ensure interaction between members
- Creatively reach out to companies and sponsors with gifts and packages

SUSA Rep/Secretary

- Serve as SUSA Representative at SUSA Assembly meetings twice a month
- Ensure that terpAMA is adhering to all SUSA policies
- Take pictures (and upload them) at member meetings and events for the website and promotional materials
- Maintain terpAMA gmail account and entire listserve base
- Forward emails sent to terpAMA gmail account to appropriate board member
- Write minutes at every executive meeting and upload to internal archive

Vice President of Marketing

- Work closely with faculty advisers and Marketing Exec Board members to create marketing plan (to be written in the breaks before each semester begins)
- Coordinate with Ad Designer and Webmaster to promote all events and general awareness
- Manage all creative requests and ensure that they are being completed on time
- Write weekly newsletters to terpAMA listserve and keep all in archive online

Creative Ad Designer

- Create flyers, invitations, etc. to promote events with terpAMA

Webmaster

- Maintain terpama.com website with upcoming events, most recent photographs, any news and/or updates within the organization
- Maintain terpAMA Facebook account to create events and group messages
- Design the overall look and feel of the website by matching each page together for a cohesive and aesthetically pleasing site

Director of Marketing Programming

- Inform faculty and alumni of upcoming events in which they can take part
- Work with SUSA Representative to maintain relationship with other SUSA organizations and foster collaboration
- Organize marketing team efforts; implement tabling and manpower needs
- Work with other clubs to collaborate marketing efforts

Vice President of Events

- Oversee all event planning
- Work with two Events Directors to create valuable events and a comprehensive event calendar
- Write and submit event briefs for each event to be distributed to the board
- Submit Events Wishlist to President for SUSA room reservations
- Write budget requests to VP of Finance
- Manage Events Directors' work and ensure a solid schedule for the semester

Director of Professional Development

- Coordinate meetings with company presence by contacting and confirming speakers
- Ensure professional development at all events throughout the year
- Research a professional development for the website and newsletter each week
- Write creative requests to Marketing Team for each professional event
- Make sure to have speaker gifts available for each guest

Director of Event Coordination

- Order all food and supplies needed for events
- Coordinate all logistics for events
- Write event recaps for each event
- Work with other Events team members to write schedules for each meeting

Vice President of Consulting

- Oversee and manage terpAMA interns
- Facilitate and lead conversations with clients for each project
- Work closely with President to ensure success of the business
- Work closely with VP of Finance and President to ensure fair compensation for work
- Maintain terpAMA consulting branding via website and marketing collateral
- Seek new business opportunities from local businesses and non profit organizations

- Lead and facilitate interviews for terpAMA interns each semester