

CASEiT

# CaseIT 2022

## Executive Team

RECRUITMENT PACKAGE

CaseIT is the premier international undergraduate MIS case competition hosted annually in collaboration with the SFSS and SFU Beedie School of Business.

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## About CaseIT

CaseIT is the world's premier international undergraduate MIS case competition hosted in collaboration with the SFU Beedie School of Business in Vancouver, Canada. Every year, CaseIT brings together top business students and distinguished faculty members from around the globe, experienced industry professionals, and dedicated Simon Fraser University students to challenge the status quo, redefine the boundaries of business and technology, and build global connections. The competition week provides a rigorous platform that tests students' case analysis capabilities, challenges students to think creatively, and empowers them to present with confidence in front of esteemed industry professionals on an international stage.

### APPLICATION PROCESS

- 1 — Complete the [CaseIT 2022 Executive Team application](#). Applications must be received prior to the application deadline of 11:59 PM on Monday, May 31, 2021.
- 2 — Applicants selected for an interview will be contacted by Thursday June 3, 2021.
- 3 — Interviews will take place online via Zoom and will be scheduled during the week of June 7, 2021. During the interview, each interviewee will be required to (1) complete a 5-minute presentation that shares their vision for their role, (2) answer questions posed by the interview panel.

### COMMITMENT REQUIRED

- 1 — Term durations are from June 2021 to June 2022.
- 2 — Must attend the CaseIT 2022 Executive Team Onboarding on June 17, 2021 from 7-9 PM
- 3 — Must attend CaseIT 2022 Organizing Committee & Portfolio Meetings (2-3 hours per week) from June 2021 to March 2022.
- 4 — Must attend CaseIT 2022 Competition Week from February 20-25, 2022.

*If you have any questions about the CaseIT 2022 Executive Team recruitment, please contact Case it 2022 Chair, Emily Kim, at [eka48@sfu.ca](mailto:eka48@sfu.ca).*

# Competition Execution Portfolio

## Director of Events

The Director of Events delivers to competitors an unforgettable and engaging competition experience by developing and leading a new and highly innovative event schedule

This individual creatively transforms CaseIT's signature events to an online platform while also developing new social and hospitality events to engage competitors leading up to and during the competition week. They strive to embody and bring the CaseIT competition experience to an online environment by building an exciting, inspirational atmosphere that continues to provide the optimal platform for some of the most anticipated moments during the competitors' experience—including the case competition tier draw and the final rankings announcements.

Questions regarding the role can be directed to the Vice-Chair of Competition Execution, Rachel Dee, at [rachel\\_dee@sfu.ca](mailto:rachel_dee@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Constructing an innovative and creative way to enhance the case competitor experience by planning and executing revamped, exciting, and virtual Welcoming and Awards Ceremonies
- Establishing a consistent and exciting competition atmosphere through the development of new, unique, and memorable social, hospitality, and coaches events, or the revival of previous virtual events
- Planning the logistical details for the events by educating and training the Organizing Committee and all other stakeholders involved to ensure a seamless event production
- Procuring and creating gift baskets to send abroad to competitors prior to the competition week—showcasing Vancouver and embodying the CaseIT spirit—as well as physical awards for the winners of CaseIT 2022
- Maintaining strong relationships and communication with competing teams by monitoring logistics and international situations
- Maintaining strong relationships with all external entities, including vendors, venues, and in-kind sponsors

### QUALIFICATIONS

- Strong verbal and written communication skills
- Ability to adapt to unforeseen situations and make decisions under time constraints and pressure
- Proficient in Microsoft Office Suite
- Knowledge of Zoom Cloud Meetings host settings and functions is an asset
- Strong time-management skills and attention to detail
- Experience in event planning or project management is an asset
- Experience competing in a case competition is an asset

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Demonstrated capabilities in event and project management at a high profile, online international event
- Ability to lead and manage a team to execute multiple events according to logistics plan
- Improved communication and professional correspondence skills

## Director of Logistics

The Director of Logistics is responsible for developing and executing a seamless event experience that allows competitors to focus less on when and where they need to be and focus more on delivering their highest quality case preparation and presentation

This individual is serious about scheduling, meticulously detail-oriented, effective at leading a team to execute according to plan, and exhibits a calm demeanour in the face of abrupt or unplanned challenges. The Director of Logistics' ability to inject thoughtful details into the schedule will play a pivotal role in transforming competitors' experience from great to WOW!

Questions regarding the role can be directed to the Vice-Chair of Competition Execution, Rachel Dee, at [rachel\\_dee@sfu.ca](mailto:rachel_dee@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Ensuring that every competitor, coach, judge, stakeholder, and Organizing Committee member arrives on time and well-prepared for each competition week activity by leading the production of logistics and developing personalized schedules
- Researching and potentially reaching out to comparable international case competitions in order to develop and implement best practices including, but not limited to case scoring, structure, and rules
- Managing the deliberation and presentation experience, ensuring flawless execution of critical high-stakes competition moments
- Building a professional competition environment by assisting in securing presentation and judging room bookings prior to competition execution
- Training and preparing 40+ members of the CaseIT Organizing Committee to strongly and seamlessly execute their roles throughout competition week
- Working on CaseIT's virtual event platform to add logistics and event schedules for various users

### QUALIFICATIONS

- Strong verbal and written communication skills
- Strong research skills such as the ability to gather relevant and accurate information across several reliable sources
- Intermediate level of Excel and Google Sheets
- Experience organizing or competing in a national or international case competition is a strong asset
- Event planning and leadership experience is an asset

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Proven extraordinary skills in event-planning for an international competition
- Proven capabilities in leading and managing team logistics in a high pressure environment
- Improved professional correspondence skills to largestake events

# Marketing Portfolio

## Director of Content Strategy

The Director of Content Strategy is the gatekeeper to all written content and loves to be challenged through thinking outside the box, delivering relevant, value-driven messages that engage a wide variety of CaseIT 2022 stakeholder audiences.

Professional, creative, and articulate, this individual is the primary voice for CaseIT, ensuring that all written content delivers a unique and consistent experience to external audience members through digital and physical capacities. Passionate about data with a mix of ingenuity, they are integral to building consistency and anticipation in CaseIT's brand, maintaining a connection - even if continents away - with all students, competitors, and universities, as they diligently wait for the arrival of competition week.

Questions regarding the role can be directed to the Vice-Chair of Marketing, Rachel Vicencio, at [rvicenci@sfu.ca](mailto:rvicenci@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Developing all CaseIT and PIVOT competitor-facing written materials, including welcome packages, participants' packages, and blog posts
- Leading the delivery of a cohesive brand message for CaseIT and PIVOT across multiple social media channels, including Facebook, Instagram, and LinkedIn
- Managing and streamlining efforts across the Organizing Committee to maintain brand continuity and consistency through approving the design of internal and external competition documentation
- Developing and executing campaigns that share the excitement of CaseIT competitors, sponsors, Team Hosts, and Organizing Committee to competition stakeholders
- Utilizing marketing analytics to ensure that each message, caption, or image is posted with purpose and precision to derive key insights and make strategic recommendations on growing CaseIT's online presence
- Ensuring that all pertinent competition information is easy-to-access through social media channels, including competition schedules and presentation results
- Managing communications and creating brief written content on social media channels to create buzz and excitement to capture the anticipation, intensity, and celebrations during competition week

### QUALIFICATIONS

- Outstanding ability to communicate clear, concise, and clever messaging
- Curious about new approaches to online content strategy and print marketing by building creative formats for communication
- Passion for creating engaging and inspirational content
- Passion and curiosity for analytics and social media marketing initiatives

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Quantifiable impacts resulting from an effective online content strategy
- Ability to engage an audience by delivering a unique, inspiring message



# Director of Design

The Director of Design masters the art of transforming imaginative ideas and concepts into a cohesive, professional visual experience

This individual has a keen eye for detail and is captivated by the opportunity to ensure that every line, word, and image is placed on competition materials with a purpose. The Director of Design is comfortable with challenging the status quo, stimulating thoughtful discussion, and also understands that the “packaging” of the competition is equally as valuable and impactful as the competition itself.

Questions regarding the role can be directed to the Vice-Chair of Marketing, Rachel Vicencio, at [rvicenci@sfu.ca](mailto:rvicenci@sfu.ca)

## RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Working closely with the Marketing team in the creation of digital and print assets
- Leading a team of Design Associates, supervising their work, and providing constructive critique while ensuring their professional growth
- Developing and refining the branding and materials to align with the CaseIT 2022 and PIVOT 2022 vision
- Designing professional documents that will be delivered to external stakeholders, including sponsorship packages, university information packages, PIVOT 2022 programs, and impact summaries
- Adding finesse and visual appeal to competition execution by ensuring all details are thoughtfully crafted
- Working with external stakeholders to source and pick-up print material  
Taking ownership of your work

## QUALIFICATIONS

- Solid knowledge of typography, colour theory, layouts, and web practices
- Ability to work within branding guidelines while introducing fresh and interesting perspectives
- Quick turnaround time
- Strong teamwork and leadership skills
- Fluent in Adobe InDesign, Illustrator, and Figma
- Knowledge of HTML, CSS, and JavaScript is an asset
- Photography and videography skills are an asset
- Previous experience in branding and portfolio are required

## SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Strong creative portfolio bolstered with content from a high-profile international event
- Compelling branding and graphic design knowledge
- Creative, interpersonal, organizational, and management skill sets
- Connections with industry professionals
- Valuable knowledge of how the organization operates from the inside out: from logistics to sponsorship acquisition and venue bookings

## Director of Media

The Director of Media is impeccably skilled at being in the right place at the right time to capture the competitive spirit, energetic enthusiasm, and anxious anticipation throughout the competition experience

This individual has a keen desire to see the world through a different lens, determined to leverage a new, creative approach with each click of the shutter. Since a picture is worth a thousand words, the Director of Media plays the integral role of bringing the CaseIT 2022 brand to life through both photography and videography.

Questions regarding the role can be directed to the Vice-Chair of Marketing, Rachel Vicencio, at [rvicenci@sfu.ca](mailto:rvicenci@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Leading a team of Media Associates in the creation of photography and videography to ensure a clear and professional depiction of CaseIT 2022 and PIVOT 2022's creative direction
- Developing a visual identity that uniquely represents CaseIT 2022 and can be applied across all branding platforms including social media, sponsorship packages, and competition packages
- Leading pre-competition engagement efforts through planning and delivering visual media campaigns that introduce key stakeholders of the competition on social media
- Ensuring competitors and other stakeholders are actively engaged on social media throughout the competition by collecting, editing, and posting competition images in a timely manner
- Capturing content of the Organizing Committee such as each individual team member and the ongoing processes that the team takes to run a world-class competition
- Supporting a multi-media approach to competition promotions through visualizing and coordinating the inclusion of videography and photography into content strategies

### QUALIFICATIONS

- Experience with Figma, Adobe Photoshop, InDesign, Lightroom, and After Effects
- Demonstrated experience with photography and videography
- Keen eye for detail and design aesthetics

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- A creative portfolio bolstered with content from a high-profile international event
- Proven capabilities in delivering a unified brand message through visual imagery and motion footage
- Ability to assist achievement of marketing and public relations goals using imagery

# Director of Web Development

As the Director of Web Development, this individual is passionate in leveraging modern web technologies to build an efficient and aesthetic experience, moving swiftly to fix any issues that arise

Working closely with the Director of Design, they will be responsible for bringing design mockups to life from pixels to the browser as well as refactoring the current code base.

Questions regarding the role can be directed to the Vice-Chair of Marketing, Rachel Vicencio, at [rvicenci@sfu.ca](mailto:rvicenci@sfu.ca)

## RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Maintenance and development of the codebase of CaseIT and PIVOT's official website
- Work closely with the Directors of Design to optimise the UI/UX of the current site and implement new features
- Create experimental interactive experiences using web technologies. Enforce proper software development practice, writing well-structured and organised code
- Optimise current development workflow
- Document best practices and guidelines to ensure a smooth transition for future iterations of CaseIT's website

## QUALIFICATIONS

- Previous experience (personal project, course, etc.) with modern web development technologies such as HTML5, SCSS & JavaScript (ReactJS)
- Previous experience working with Github
- Experience with or interest in learning development using a CMS (e.g. WordPress, Netlify CMS)
- Experience in working with static site generators such as Gatsby or Hugo.
- Passion for building an engaging interactive experience for a website

## SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Experience in leading the professional development of a website used by high-profile companies and internationally renowned schools, which can be clearly demonstrated to employers
- A portfolio that bolsters web development skills with modern development tools
- Proven ability to manage technological logistics to deliver a world-class-quality competition experience to an international audience

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# Operations Portfolio

## Director of Internal Strategy

The Director of Internal Strategy plays an integral role in managing all internal communications, project deliverables, and task management across the Organizing Committee

Highly organized and eager to manage the intricacies between each portfolio, they enjoy tracking small details while keeping the big picture in mind. Acting as the glue to the Organizing Committee, this individual is passionate about building connections and fostering an internal culture of productive-fun. They are driven by the opportunity to creatively solve interpersonal challenges and to build a platform that supports open communication, collaboration, and commitment within the Organizing Committee.

Questions regarding the role can be directed to the Chair of CaseIT, Emily Kim, at [eka48@sfu.ca](mailto:eka48@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Documenting key milestones, risks, decisions, and action items throughout Organizing Committee meetings and working sessions
- Ensuring the Organizing Committee and sub-teams are equipped with appropriate working environments by scheduling and managing room bookings
- Reinforce team culture by coordinating timely check-ins with team members by collecting, combining, and summarizing Organizing Committee progress into formal status updates and identifying conflict, burnout, or other team challenges during CaseIT 2022
- Ensuring the Organizing Committee is well equipped to execute an exceptional competition week by managing communication channels
- Inspiring team cohesion and collaboration by arranging engaging social opportunities for the Organizing Committee
- Assisting the Organizing Committee in developing a recruitment strategy for Associates, Team Hosts, and Coordinators and contributing to the selection process
- Securing suppliers to source all CaseIT merchandise for the competition week

### QUALIFICATIONS

- Strong verbal and written communication skills
- Highly organized and attentive to detail
- Team-player with positive, extroverted demeanour
- Excited to manage diverse working styles
- Project management experience is an asset

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- An opportunity to leverage creative communications to build team culture
- Proven capabilities in conflict management within a team environment
- Demonstrated strength in interpersonal and project management skills

## Director of Corporate Relations

The Director of Corporate Relations is integral to securing the corporate interest, enthusiasm, and monetary support necessary to turn the Organizing Committee's ideas into reality

This individual displays a mature, professional confidence and thinks on their feet to craft persuasive messages that align with the unique needs of each corporate sponsor. Articulate, approachable, and determined, they react with optimism and tact in the face of rejection, while effectively representing and communicating the CaseIT and Beedie School of Business brand.

Questions regarding the role can be directed to the Chair of CaseIT, Emily Kim, at [eka48@sfu.ca](mailto:eka48@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Acquiring monetary and in-kind sponsorship to ensure that the Organizing Committee has the resources available to run the competition to its full capacity
- Aligning sponsorship requests to CaseIT 2022 goals, and reviewing and revising the current sponsorship package to match industry best practices
- Retaining existing and obtaining new corporate sponsors by developing a partner relationship management strategy and sponsorship outreach strategy that leverages the Organizing Committee's connections and capabilities
- Developing and delivering a clear CaseIT 2022 value proposition, tailored to driving benefits and meeting the needs of various types of sponsor organizations
- Strategically prioritizing, contacting, and meeting in-person with potential sponsors, ensuring that each sponsor aligns with the values and vision of CaseIT 2022
- Managing all relational touch points leading up to the competition and ensuring timely completion of contracted deliverables between CaseIT 2022 and corporate partners through implementing systems and procedures

### QUALIFICATIONS

- Strong verbal and written communication skills
- Self-motivated and inspired to initiate action
- Previous sponsorship, public relations, or sales experience is an asset
- Highly organized and enjoys fostering and maintaining professional relationships

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- Proven ability to initiate, cultivate relationships, and negotiate with new, existing, and previous corporate stakeholders
- Established relationship with corporate sponsors that can be leveraged in ones' future career
- Demonstrated capabilities in strategizing, defining, and executing plans
- Ability to craft clear, concise, and persuasive messages aligned to varied audiences
- Enhanced communication and professional correspondence skills

## Director of University Relations

The Director of University Relations is on the frontlines of accurately communicating the CaseIT and SFU Beedie School of Business brand to international competitors and faculty advisors, which includes delivering an exceptional first and last impression of CaseIT 2022

This individual is a strong, articulate communicator both in writing and in-person, and can ease the international guests' transition into the city and CaseIT 2022. Through this, they will develop long-term relationships with competing universities ensuring their potential future involvement with CaseIT.

Questions regarding the role can be directed to the Chair of CaseIT, Emily Kim, at [eka48@sfu.ca](mailto:eka48@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Obtaining a diverse selection of competing universities by researching national and international business schools, including those with MIS/IT/IS faculties or programs
- Working with the Marketing Team to create the CaseIT 2022 University Information Package
- Working with the Marketing Team to improve the competitor experience by innovating new engaging team challenges leading up to CaseIT 2022
- Building competitors' excitement prior to CaseIT 2022 by communicating relevant and timely competition information and updates
- Compiling and consolidating university, faculty advisor, and competitor details
- Following up with competing universities via email or phone
- Creating a consistent competitor experience by overseeing the roles and responsibilities of Team Hosts prior to and during CaseIT 2022
- Developing long-term relationships with competing universities to ensure their potential future involvement with CaseIT
- Assisting with ad hoc tasks throughout competition week as given

### QUALIFICATIONS

- High attention to detail and organization
- Strong time management skills
- Moderate competencies in Microsoft Excel
- Leadership experience is an asset
- Experience competing in a case competition is an asset

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- An opportunity to build professional national and international relationships
- Ability to adapt communication skills toward varied cultural backgrounds
- Proven capabilities in recruiting, managing, and motivating a team
- Improved professional correspondence skills

## Director of Finance

The Director of Finance builds integrity and accountability into all aspects of CaseIT 2022's financial operations

This individual rises to the challenge of optimizing allocation of the budget to derive the greatest value for competitors. Motivated by the opportunity to engage in structured, quantitative problem solving, the Controller is comfortable escalating potential budgetary issues, while also leveraging the budget to increase collaboration and alignment within the Organizing Committee.

Questions regarding the role can be directed to the Chair of CaseIT, Emily Kim, at [eka48@sfu.ca](mailto:eka48@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Ensuring the integrity of CaseIT 2022 and PIVOT 2022's operations by implementing and maintaining the core system for financial record keeping
- Improving accountability of the competition and Organizing Committee by effectively processing invoices and cheques, and actively keeping track of outstanding accounts throughout the year
- Managing the Organizing Committee's ability to execute according to plan by efficiently documenting all cash inflows and outflows, monitoring the competition budget, and documenting budget actuals
- Ensuring CaseIT 2022 and PIVOT 2022's ethical accountability to competition stakeholders by performing audits of the competition's financial operations throughout the year

### QUALIFICATIONS

- Comfortably confident with quantitative and financial analysis
- Highly detail oriented, structured, and organized
- Passionate about implementing accounting processes and policies
- Skilled multi-tasker, with the ability to communicate with varied audiences  
Intermediate level of Excel
- Experience in a previous accounting role is an asset

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES

- A portfolio of self-created budgeting tools and processes
- Demonstrated capabilities in managing the budget of a high-profile, international event
- Ability to leverage numbers to build cohesion and alignment in a team environment



# Pivot Portfolio

## Director of External Relations

From securing the corporate interest and monetary support necessary to bring PIVOT to life, to communicating with teams from across the province, the Director of External Relations is the first point of contact for PIVOT's stakeholders

This individual displays maturity, professional confidence and thinks on their feet to craft persuasive messages that align with the unique needs of each of PIVOT's various stakeholders. Articulate, approachable, and determined, they react with optimism and tact in the face of rejection, while effectively representing and communicating the PIVOT and Beedie School of Business brand.

Questions regarding the role can be directed to the Pivot Chair, Emily Su, at [ees7@sfu.ca](mailto:ees7@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Acquiring monetary and in-kind sponsorship to ensure that the Organizing Committee has the resources available to run the competition to its full capacity
- Retaining existing and obtaining new corporate sponsors by developing a partner relationship management strategy and sponsorship outreach strategy that leverages the Organizing Committee's connections and capabilities
- Developing and delivering a clear PIVOT 2022 value proposition, tailored to driving benefits and meeting the needs of various types of sponsor organizations
- Strategically prioritizing, contacting, and meeting with potential sponsors, ensuring that each sponsor aligns with the values and vision of PIVOT 2022
- Ensuring all corporate sponsors receive a consistent experience by acting as the main point of contact prior to, during, and after competition execution
- Building lasting relationships with corporate sponsors by developing and providing post-competition impact summaries
- Creating a consistent competitor experience by overseeing communication with competing teams prior to, during, and after PIVOT 2022

### QUALIFICATIONS

- Strong verbal and written communication skills
- Self-motivated and inspired to initiate action
- Previous sponsorship, public relations, or sales experience is an asset
- Highly organized and enjoys fostering and maintaining professional relationships

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES:

- Proven ability to initiate, cultivate relationships, and negotiate with new, existing, and previous corporate stakeholders
- Established relationship with corporate sponsors that can be leveraged in ones' future career
- Demonstrated capabilities in strategizing, defining, and executing plans
- Ability to craft clear, concise, and persuasive messages aligned to varied audiences
- Enhanced communication and professional correspondence skills

## Director of Marketing

The Director of Marketing will be responsible for leading and driving the marketing strategy for PIVOT 2022

In collaboration with the Chair of PIVOT and the CaseIT 2022 Marketing Team, the Director of Marketing will define the creative vision for the local rendition of CaseIT and work to increase PIVOT's presence province-wide. The Director of Marketing possesses a strategic and innovative mindset that enables them to align creative ideas with the PIVOT 2022 vision to produce a seamless brand image. They are excited by the prospect of stepping outside their comfort zone and by opportunities for personal and professional development provided by this role in PIVOT 2022.

Questions regarding the role can be directed to the Pivot Chair, Emily Su, at [ees7@sfu.ca](mailto:ees7@sfu.ca)

### RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Developing and implementing an exciting marketing strategy that engages the 200+ internal and external stakeholders, and builds PIVOT's presence throughout the province
- Providing the support and resources necessary for PIVOT and CaseIT team to collaborate cohesively and maintain a consistent creative direction throughout the year
- Overseeing the design and production of all physical and online promotional material for PIVOT
- Obtaining a diverse selection of competitors by researching and developing a strategy to connect with student committees at various B.C. business schools
- Leading the delivery of a cohesive brand message for PIVOT across multiple social media channels, including Facebook, Instagram, and LinkedIn
- Ensuring that all pertinent competition information is easy to access through social media channels, including competition schedules and presentation results
- Managing communications and creating brief written content on social media channels to create buzz and excitement prior to, during and after competition week

### QUALIFICATIONS

- Self-motivated and resilient in the face of new challenges
- Strong project management and organizational skills
- Excellent interpersonal and communication skills
- Adaptable and able to complete multiple projects with similar deadlines
- Creative with a keen eye for detail

### SUCCESSFUL COMPLETION OF THIS ROLE PROVIDES:

- Quantifiable impacts resulting from an effective marketing strategy
- Ability to engage an audience by delivering a unique, inspiring message
- Proven capabilities in analyzing large amounts of quantitative data to support strategic decision-making
- Proven ability to engage an audience by understanding and aligning content across a variety of online platforms