

Executive Responsibility Outline: Corporate & Public Relations Director

Overview of Corporate & Public Relations Director

Reporting to the Vice President Communications, the personnel is the key player in the sponsorship team. The primary responsibility is to seek sponsorship for the organization. The personnel is required to have a strong negotiation skills, and preferred to have connections in the business sectors. The personnel is also responsible in maintaining the campus relationship with departmental partners and campus partners where applicable (except Centre for French & Linguistics)

Responsibility

- Sponsorship
 - General Sponsorship seeking season is summer, this position is expected to be really busy in the summer.
 - Present the TSCPA Sponsorship package to companies
 - Let companies to advertise with TSCPA and in the UTSC campus, so, TSCPA can gain more external funding
 - Sign the Sponsorship agreement with along with the VP – Communication or the President
 - Receive the sponsorship cheque and deposit into TSCPA Bank account
- Departmental Relation & St. George Campus Affairs
 - Explore new partnership and collaboration with other departments on campus with the support from the Entrepreneurship & Networking Association.
 - Communicate with different partners and student groups in St. George to maintain strong relationship with TSCPA.
- Non- Sponsorship season (Campus Marketing)
 - Fall/ Winter is typically the low season for sponsorship
 - Connect with the Sponsor monthly to post our current events and news to sponsors to maintain a good connections
 - Assist the Marketing Team when required

Qualification

- Current Student at UTSC & TSCPA Member
- Strong Public Speaking skills in English
- Communicative and creative