



# COMMERCE SOCIETY

*The Sobey School of Business Commerce Society is a student-run academic and social society at Saint Mary's University. On the academic side our goal is to provide commerce students with workshops, networking events, and volunteering opportunities. We also try to make our members aware of job opportunities, external events, and any other opportunities for them to grow outside of the classroom. On the social side, our goal is to foster and help integrate SMU students regardless of their program into the community through fun society events and society collaborations. The Commerce Society has been a part of SMU since 1933, and we've always been dedicated towards improving the university experience for the students attending the Sobey School of Business, along with SMU students as a whole.*

## Introduction + Application Form

Greetings! Below you will find information about what is involved in working for the SSB Commerce Society as an Executive Member for the 2024-2025 Academic Year. This includes relevant information for all members, along with descriptions of the various positions we will be hiring for. We will be hiring a total of 18 people for different positions out of those who apply.

These positions are open to all SMU students with any background and major. This opportunity is ideal for hardworking, self-motivated students who value teamwork and can demonstrate excellent communication & organizational skills. Experience from working in student groups and societies will be an asset, but don't let a lack of experience discourage you from applying. Passion for your desired role and the society's mission is just as important, if not more important than experience.

Before applying, be sure to **read our important information for all applicants, and the role descriptions for positions you are interested in**, which are included in this document.

To apply for any of these roles, **fill out the google form here:**  
<https://forms.gle/C1GMXCYF9JAPh2Z68>

**Applications close at Midnight on May 1<sup>st</sup>.** If you are a promising candidate, you will be contacted for a 20-25 minute interview in the evening during the first week of May.

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## Who You'll be Working With

The Commerce Society leadership runs on a Co-President System where two people lead the society. These two people for the 24-25 academic year will be Jay Blake and Elijah Walsh. Both Presidents are quite ambitious with what they wish to accomplish next year with the society and plan to dedicate a large amount of time each week to make it happen. It is worthwhile to note that both Presidents have a large passion for the society and may do things for the society that fall under others roles if there is a sudden time-sensitivity or quick project they wish to undertake.

The Co-Presidents are:



Jay Blake:

Jay Blake has two academic years of experience working with the Commerce Society as it's Communications Director, VP of Internal, and Co-President. Due to this, Jay knows how the commerce society runs inside and out and has taken note of what works and what doesn't. Jay is generally pragmatic in his approach to operations and is willing to assist with any project. Over the next year, Jay will be

taking four courses in the spring/summer and three courses in the fall/winter, giving him plenty of time to attend to society matters as they come up.

Elijah Walsh:

Elijah (Eli) started on the society last fall as its Financial Director, then quickly became the Co-President at the start of the winter semester as he saw opportunities to improve the society. Elijah has been the main sponsor behind most of reorganization, new society events, and the transition towards the renewed team structure. From his desire to learn new things, Elijah has acquired a wealth of knowledge in the world of accounting and finance and experience in founding his own small business, giving him a dynamic lens to tackle society projects. Elijah wishes to bring every personal and society goal he has set to fruition, and will be working around the clock to accomplish this.

Along with the Presidents, there will be the Vice President of Internal and Vice President of External. The Vice Presidents will work as managers for the other executive positions by holding meetings, assisting with tasks, etc. The Vice Presidents will maintain regular communication with the Co-Presidents and dedicate a large portion of their time each week to society matters. The Vice Presidents are yet to be determined, but will either be members from the 23-24 year period, or someone we determine to be exceptional during the application and interview process.

## [Our Plan](#)

The Commerce Society's events, team, and activities will be growing on a large scale from last year to improve our delivery of a better academic and social experience for our members. The Co-Presidents have left an address to members outlining the majority of their present plans regarding events, collaborations, etc. You can read the address here - <https://www.ssbcs.org/2024-2025-plans-hiring>. It is worthwhile to note that as summer progresses, more projects are likely to be added to the plan, especially if our executive team wishes to create their own events through the society.

## Society Expectations

Executives of the Commerce Society will be expected to be fairly involved in their roles. Role specific tasks will be given deadlines to upkeep, and executive members are expected to attend the majority of meetings and events we set. All executive members are also expected to attend our large annual gala events under no circumstances other than conflicting midterms, severe illness, or other unavoidable conflicts.

Beyond just the tasks of each executives' roles, we will need executives to assist in the setup of events and making sure events run smoothly. Everyone's roles involve a part of the preparation and promotion of events, but every event will need people on the day of the event to assist in setup, execution, and teardown.

## Summer Expectations

The Co-Presidents will be spending a large amount of time during spring/summer semesters to prepare for various events, organize society procedures & files, and prepare all executives for their roles, in order to start next fall with events on day one.

You will not be expected to do much over the spring/summer, but we will prepare you for your role. There will not be much to do over May, June, and July. You will be sent instructions on how to perform your role and will be given access to our relevant accounts (Mailchimp, Canva, etc) to familiarize with your role. In August, we will have a team meeting to set the plans for the first weeks of Fall, and get most executives to do some tasks related to their roles to prep for Fall.

## Perks

While not a paid role, being an executive of the Commerce Society has plenty of perks, including the following:

- Gaining professional experience working for a non-profit organization (We are classified as a non-profit).
- Doing meaningful work with a well-organized team and seeing tangible results.
- Free access to all society events and merchandise you would normally pay for.
- Access to the society office LA 166, which includes a printer, microwave, and fridge for executive use.
- Recognition as a student leader from the Sobey School of Business and a record of your position in your CCR.

## Meetings

To lay out the plans for upcoming events, check in on the team, and make plans for the future, there will be various types of meetings throughout the Fall and Winter Semesters. These will include weekly meetings between the VPs and their respective team, bi-weekly meetings between all executives other than associates, and monthly meetings with the whole team. There will also be a brief meeting per semester where a Co-President will chat 1 on 1 with each executive to check up on everyone individually. There will also be a team meeting in August to discuss the plans of the first few weeks and meetings with specific roles to orient people into their roles during summer or early fall.

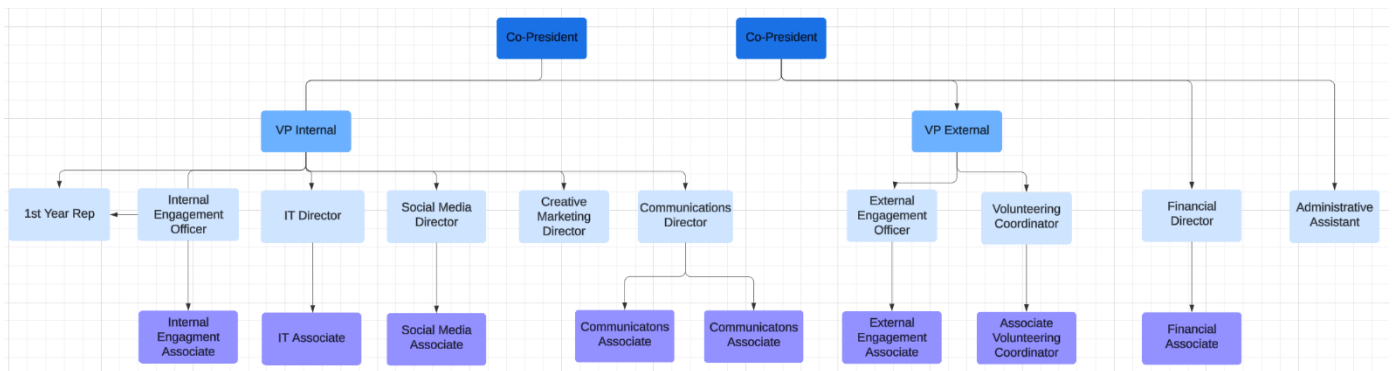
<b>Weekly</b>	<b>Bi-Weekly</b>	<b>Monthly</b>	<b>Per Semester</b>
Internal/External Teams Check-in and Planning (Hold if deemed worthwhile) 20-30 mins	Directors/Coordinators/ Officers Check-in (Mandatory) 30-45 mins	Full Team Updates (Mandatory) 2 hrs	Individual with a President (Mandatory) 15 mins

## Director vs Associate

A new addition to our team positions, and the reason why their team will be so large is because of our new associate positions. Since the society's goals are huge next year, the associates will provide much needed manpower for certain executives. This will have the Director/Coordinator/Officers work with their related associates to accomplish their tasks with the Director being the leader of the projects. Due to this, the Directors will have more responsibility than the associates, but both Directors and Associates are accountable for completing their tasks. When applying for an executive position, you can choose to apply for an associate role if you would prefer the lower responsibility.

## Chain of Command

For reference, here is the chain of command for our team structure. It is important to note that the Financial Director + Fundraising Coordinator and the Administrative Assistant will report to the Co-Presidents, while the other Directors/Officers/Coordinators will report to the VP Internal or External. The Associates will report to both VPs and their Director/Officer/Coordinator.



# The Roles:

## *Internal Roles (Reporting to VP Internal)*

### IT (Director + Associate Roles)

#### Minimum Hourly Commitment Per Week (Including Meetings)

Director	3-7
Associate	2-3

**ROLE PROFILE:** Apply your creative and technological talents as the IT Director. Full creative control over SSBCS.org will allow you to show off your illustrative ambitions, while updating our website's online store and ticketing platforms will demonstrate your abilities to manage large sets of data. Your skills around setting up and maintaining the audio and visual aspects of our events will also be a plus.

#### **Duties may include but are not limited to:**

- Creative Control over Website Design and Implementation.
- Update content on website using Wix.com with announcements, events pictures and general media.
- Integrate our newsletter to the website with weekly updates.
- Coordinating, setting up and maintaining the visual and audio aspects of events.
- Aid Presidents in the creation and maintenance of back end processes.
- Assisting in executing and attending Commerce Society events.

#### **Competencies (Experience is an asset but not required):**

- Creativity, Marketing and Technical Skills
- Basic knowledge of graphic design, Wix.com.
- Basic knowledge of computers and audio systems



## Internal Engagement (Officer + Associate Roles)

### Minimum Hourly Commitment Per Week (Including Meetings)

Officer	3-6
Associate	2-3

**ROLE PROFILE:** Ready to be the Commerce Society's mascot? The Internal Engagement Officer and Associate's responsibilities revolve around promoting the society's events and opportunities here on campus! The selected candidates will be responsible for getting students and staff at SMU engaged with the society by reaching out to classrooms, being leads at our pop-up tables, and any other avenues they deem fit.

### Duties may include but are not limited to:

- Developing relationships with all other societies, departments, and communities at Saint Mary's University
- Increase engagement among all students especially international and first year students.
- Build relationships with professors that are holding events.
- Assisting in executing and attending Commerce Society events
- Work with the presidents to directly promote events in classrooms and tables.
- Handling Poster logistics with finished designs from our Social Media Team.
- Occasional Updates to our Loyola bulletin board

### Competencies:

- Existing connections around SMU
- Gmail, Outlook, (Experience is an asset but not required)
- Excellent communication skills both written and verbal.
- Willingness to speak with classes and at events.

## Social Media (Director + Associate Roles)

### Minimum Hourly Commitment Per Week (Including Meetings)

Director	4-6
Associate	2-3

**ROLE PROFILE:** In 2024, a strong Social Media presence is often the *backbone* of any organization, especially when their audience skews young. This candidate will help create and promote our society's events on our social media platforms, (Instagram, LinkedIn), with the

consistency that people know we're alive, and the creativity to engage everyone involved in our activities. These roles prioritize candidates that can keep up with the Society's activities in real time; the only way for other people to be engaged in our happenings from the outside is your ability to give them a glimpse from the inside.

Additionally, crafting the posters/thumbnails for our events will also be a top priority for the social media team.

**Duties may include but are not limited to:**

- Regular management and updates of all social media platforms (Instagram, LinkedIn, Facebook)
  - Monthly Calendar Update Posts
  - Weekly Calendar Update Stories
  - Consistent Promotion/Post-Highlights of events as they happen (which will involve getting footage of events).
  - Working with Creative Marketing Director for cross-posts (Reels)
- Poster Designs via Canva, for Social Media and Physical (Logistics of Physical Posters handled by Internal Engagement).
- Assisting in executing other Commerce Society Events

**Technical Skills:**

- Basic features of Microsoft Office, Canva
- Social media platforms: Instagram, LinkedIn

## Creative Marketing (Director)

**Minimum Hourly Commitment Per Week (Including Meetings)**

Director	4-5
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**ROLE PROFILE:** In 2024, a strong *traditional* Social Media presence is often the backbone of any organization, especially when their audience skews young. However, this description falls apart in current year without special mention of the importance of short-form video content, like Reels and TikToks.

This candidate will help shape the Commerce Society's *personality*. Shortform content creation requires ambition, creativity (read the role title), and courage to step outside their comfort zone to give the people the content they want. If you're ready to make the best reels at SMU, apply today.

**Duties may include but are not limited to:**

- Creating (at least) Weekly reels promoting either:
  - A big upcoming event
  - OR
  - Any other engaging video idea you have.
- Working with the Social Media Director for cross-posts
- Assisting in executing other Commerce Society Events

**Technical Skills:**

- Basics of video editing software (your choice as to which one)
- Social media platforms: Instagram, TikTok

**Communications (Director + 2 Associate Roles)****Minimum Hourly Commitment Per Week (Including Meetings)**

Director	4-6
Associate	2-3

**ROLE PROFILE:** We are lucky enough to have a good following of our current Commerce Society Newsletter, that goes out most Mondays with consistent updates about what's happening and what's to come from our society. Going into next year, we see lots of potential with our publication that we'd like you to help us exploit.

The Communications team will oversee this change. By leveraging your creativity, proficiency in English, and passion for organizing information into a pleasant-to-read document will make sure that our Newsletter (P.S. we're looking for a name) is the one-stop-shop for commerce students to get their start to the week off right.

**Duties may include but are not limited to:**

- Creating a weekly, world-class Newsletter with the following sections:
  - What We're doing
  - What other societies and SMU student programs are doing
  - Volunteering/Job Opportunities
  - Commerce Society in Brief (showing off a piece of history)
  - Fun Section (Featured Photo, other ideas welcome)
- Timelines
  - Final Copy goes out on *Monday Morning (shoot for 9:30)*
  - Final Draft sent for check-in by *Sunday 6:00pm*

**Technical Skills:**

- Writing Experience

- Mail Chimp (or any email program) Experience
- Marketing Background
- Interdepartmental Communication (You will need a lot of information from your colleagues)

## ***External Roles (Reporting to VP External)***

### **External Engagement (Officer + 2 Associate Roles)**

#### **Minimum Hourly Commitment Per Week (Including Meetings)**

Officer	3-7
Associate	2-3

**ROLE PROFILE:** Whereas Internal Engagement focuses on rallying support through on-campus channels, the External Engagement Team’s job is to represent the Commerce Society *abroad*. Although international diplomacy is not really something we anticipate for you in this role, the sky’s the limit. Sponsorship procurement, speaker outreach, and organizing corporate tours are all fun endeavors you will dive into under the External Engagement Umbrella as you serve as our ambassadors to our off-campus partners. As our 50<sup>th</sup> Annual Business Dinner Approaches, it’ll be full hands-on-deck in the External Engagement Team.

#### **Duties may include but are not limited to:**

- Outreach
  - Develop relationships with local businesses for sponsorships.
  - Reach out to noteworthy business leaders for potential speaking engagements.
  - Keep contact with bigger businesses for corporate tours (the team should arrange for at least 2 events over the year).
- Deliverables
  - Sponsorship Packages (Wine/Cheese Reception, 50<sup>th</sup> ABD).
  - Many, Many Emails

#### **Competencies:**

- Existing connections around Halifax.
- Gmail, Outlook
- Excellent communication skills both written and verbal.
- Willingness to contact many people, comfortability with cold calls.

## Volunteering (Coordinator + Associate Roles)

### Minimum Hourly Commitment Per Week (Including Meetings)

Coordinator	4-7
Associate	2-3

**ROLE PROFILE:** Volunteering is an avenue that students consistently have high demand for, and our volunteering team will be there to meet it. Throughout the academic year, this arm of the Commerce Society will be there to provide students with innovative volunteering opportunities, by connecting with local business, and being creative by coming up with independent volunteering projects our society can put our name on to give back to the community.

### Duties may include but are not limited to:

- Volunteering Opportunities Procurement (At least 5 throughout the year)
  - Develop relationships with local businesses for volunteering opportunities.
  - Look at ways to give back to the community independently (Shoveling Driveways, etc)
- Documenting your efforts to promote your initiatives.
- Leading students during the volunteering events

### Competencies:

- Existing connections around Halifax.
- Volunteering Background
- Excellent communication skills both written and verbal.
- Ability to Organize Students for when Opportunities arise

## ***All-Around Roles (Reporting to Presidents)***

### **Financial + Fundraising (Director + Associate Roles)**

#### **Minimum Hourly Commitment Per Week (Including Meetings)**

Director	4-6
Associate	2-3

**ROLE PROFILE:** The selected candidate will maintain the society's finances through organized bookkeeping, prompt payments of bills, and cashing of cheques. The student will report to the President and give their recommendations for any decisions regarding the financial wellbeing of the society. Fundraising is also a responsibility we're adding to the Financial Teams laundry list, anywhere from 50/50s, raffles, and Yard Sales among other fundraising options will be under their purview.

#### **Duties may include but are not limited to:**

- Bookkeeping
  - Depositing checks/cash at the bank
  - Managing cash received and payments of vendors
  - Recording all transactions and performing reconciliations
  - Making decisions regarding the financial well-being of the society
  - Creating cost and break-even models if necessary
- Fundraising (At least 4 opportunities throughout the year)

#### **Technical skills:**

- Google Spreadsheets/Excel
- Basic bookkeeping
- Strong organizational skills

### **Administrative Assistant**

#### **Minimum Hourly Commitment Per Week (Including Meetings)**

Admin Assistant	5-7
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**ROLE PROFILE:** With our ambitious growth plans backed by the new expansion of executive roles, we'll need a talented Administrative Assistant to make sure all society affairs are as

organized as humanly possible. Your job as administrative assistant will focus on relaying emails from [SSBCS@smu.ca](mailto:SSBCS@smu.ca) to the relevant parties, keeping meeting minutes, and overall making sure that people have the resources they need, students and executives alike.

**Duties may include but are not limited to:**

- Administer all incoming emails, re-direct where needed (Presidents, External, Internal Affairs). Answer emails when appropriate.
- Attend department and society meetings and take concise notes, submit to VPs and Presidents as needed.
- Assist directors with tasks should they need help.
- Organize files in Microsoft Teams, OneNote, etc.
- Responding to general email inquiries

**Technical skills**

- Experience in customer service/administrative related jobs
- Attention to detail
- Flexibility + Punctuality
- Efficient work techniques
- Proficiency using Gmail, Microsoft Office