

# UW EconSoc Spring 2017 Positions

## **VP Marketing**

The VP of Marketing is responsible for developing a marketing strategy involving social media engagement, promotional material, and working with other clubs and organizations in order to maximize outreach. Are also responsible for overseeing the marketing director.

## **Marketing/Design Director**

The Marketing director will work with VP Marketing: design promotional material for events, manage all social media channels such as Facebook, Twitter etc.; Monitor any communication from UW students via social media; promote events in-person, online; responsible for all promotional content for events

## **Media Director**

The Media director will work with VP marketing to edit video footage for promotional purposes. The role will also include working with the academic team to shoot academic tutorials and create/compile video footage to promote articles. Video shooting and editing skills required.

## **VP Logistics**

The VP Logistics is responsible for the logistics and operations of the events Econ Soc runs. They must be able to coordinate the details of events. This includes securing venues, catering etc. The ideal candidate must have excellent attention to detail and prior experience planning events is preferred.

## **VP External Affairs**

The VP Public Relations is responsible for overseeing EconSoc outreach and collaborating with the Marketing team to establish brand awareness. They must be able to develop creative ideas to facilitate and maintaining contact with alumni, faculty and members of the economics community. This includes drafting invitation letters for speaking opportunities and maintaining a line of communication. Will also be a part of making a sponsorship package - experience is preferred.

## **Canadian Topics Contributor**

### **Responsibilities**

This writer is expected to contribute 5-6 articles of 500-800 words each, elucidating the public on developments pertinent to the Canadian economy. Topics could range from industrial trends, international economics developments related to Canadian companies, or new practices and regulations up-and-coming related to finance or the public sector. Which topics to choose is to the writer's discretion, and it is his or her responsibility to research, synthesize and creatively project their voice in the form of a cohesive, timely article.

### **Requirements**

Desired applicants will have previous research or writing experience, and should show their ability to work within given deadlines. Preferred applicants will also show that they follow current trends in economics research and affairs, and have a knack for selecting topics that are interesting to both the general public and the economics community. Further, applicants should have the ability to write digestible articles that are expressive, well-organized and engaging.

## **Special Topics Contributor**

### **Responsibilities**

This writer is expected to contribute 5-6 articles of 600-1000 words each, elucidating the public on a particular field of economics. Topics could range from applications of particular econometric methods in finance, to e-commerce or health economics topics. Which topics to choose is to the writer's discretion, and it is his or her responsibility to research, synthesize and creatively project their voice in the form of a cohesive, timely article.

## **Requirements**

Desired applicants will have previous research or writing experience, and should show their ability to work within given deadlines. Preferred applicants will also show that they follow current trends in economics research and affairs, and have a knack for selecting topics that are interesting to both the general public and the economics community. Further, applicants should have the ability to write digestible articles that are expressive, well-organized and engaging.

## **Field Study Contributor**

### **Responsibilities**

This writer is expected to contribute 5-6 articles of 500-800 words each, elucidating the public on a study conducted by the writer. Studies should be conducted using the University of Waterloo as a sample, and could be on any topic related to wealth in general, including but not limited to, mental health, co-op satisfaction, study habits, or sex life. Which topics to choose is to the writer's discretion, and it is his or her responsibility to conduct a cohesive survey, manipulate and extrapolate from the data effectively, then synthesize and creatively project their voice in the form of a cohesive, timely article.

### **Requirements**

Desired applicants will have previous research or writing experience, and should show their ability to work within given deadlines. Preference will be given to applicants who have econometrics research or study in their repertoire. Preferred applicants will also show that they follow current trends on the University of Waterloo campus, as to choose the most relevant study to conduct. Further, applicants should have the ability to write digestible articles that are expressive, well-organized and engaging.