

SPONSORSHIP LEAD

ROLE DESCRIPTION

POSITION TITLE: Orientation Sponsorship Lead
DEPARTMENT: Student Life Programs, Student Community Life
SUPERVISOR: Andrew Bisnauth, Orientation and Events Specialist
OFFICE LOCATION: POD-62b
SALARY: \$12.50 per hour
DURATION: April 29th – September 8th, 2014 @ 35 hrs per week

CANDIDATE ELIGIBILITY: Must be a full-time undergraduate student in good academic standing at Ryerson University and Work-Study approved for the summer of 2014.

The successful candidate will be a member of the Ryerson Central Orientation Team and assist with the development of an Orientation Week sponsorship strategy in order to realize financial goals. The candidate will actively recruit new and returning sponsors for Orientation Week 2014 that have a direct benefit for students and provide sponsors with benefits in return (with guidance from Student Life Programs and Student Affairs professional staff members). The incumbent will also be tasked with implementing the Orientation T-Shirt Subsidy Program. This program includes negotiating with potential suppliers, and organizing and overseeing the process for receiving t-shirt orders and artwork, creating and distributing invoices, and the pick-up schedule for t-shirt orders). The incumbent must be highly professional, self-motivated, and capable of functioning independently as well as in a team. The must also have strong organizational and communication skills, and a solid understanding of Ryerson University, it's culture, and student demographics. The candidate needs to understand how the values of Equity, Diversity, and Inclusion have an impact on event coordination and the choice of sponsorship partners during Orientation Week. Finally, they must be willing to commit his or her efforts to the enhancement of all orientation programming to support the transition of new students at Ryerson.

MAIN RESPONSIBILITIES

ADMINISTRATIVE TASKS:

- * Assist with the creation and branded design of the 2014 Orientation Week external partner sponsorship package.
- * Help liaise with external partners and coordinate their involvement in Orientation Week 2014.

- * Design the Orientation Week logo for t-shirts and publicity material with the assistance of the Marketing Lead.
- * Coordinate and implement the T-Shirt Subsidy Program including, but not limited to, putting out RFQs, receiving and organizing order forms, and coordinating t-shirt order pick-up times.
- * Assist the Multimedia & Online Relations Lead and Marketing Lead with the design and development of online initiatives that include Web 2.0 technologies and audio-visual elements.
- * Ensure that all sponsorship agreements are fulfilled before and during Orientation Week.
- * Research trends in new student engagement and Orientation Week best practices, with particular reference to the effects of the current economic recession and the needs of Ryerson's student demographics.
- * Ensure that all documentation relating to Orientation Week 2014 sponsorship and the T-shirt Subsidy Program are maintained in an orderly and efficient manner.
- * Other duties as assigned.

STAFF RESPONSIBILITIES:

- * Assist with the set-up and teardown of Central and Residence Orientation events.
- * Work closely with the Residence Orientation Lead and other members of the Residence Summer Staff on collaborative events such as Residence Move-in Day, the Guinness World Record attempt, and the Invocation Ceremony.
- * Assist with the design and delivery of the 2-day Orientation Leadership Training Retreat for Ryerson Orientation Crew and Faculty/Program Orientation Leaders in August 2014 (Dates TBA).
- * Support the work of the Central Orientation Team and the Residence Summer Staff throughout the summer.
- * Work in conjunction with Student Affairs staff.
- * At the conclusion of Orientation Week, work with the other members of the Orientation Team to ensure that all follow-up activities and tasks are attended to and resolved.
- * Review all of the position's activities and the overall orientation program and offer recommendations in a final report due by the last day of his or her contract.
- * Ensure confidentiality of student information and be professional at all times.

QUALIFICATIONS

Excellent interpersonal skills
 Strong organizational skills
 Good oral and written communication skills
 Strong presentation skills
 Strong time management skills

Group facilitation skills

Problem solving skills

*Previous experience soliciting funds and in-kind donations considered an asset

*Extensive knowledge of Ryerson programs and services considered an asset

Applications should submit a resume and cover letter by April 1st, 2014 to Andrew Bisnauth at abisnaut@ryerson.ca. Only candidates invited to an interview will be contacted. If invited to an interview, you may be asked to provide a portfolio of work illustrating your skills for this position.