

# MCA: 2021-2022 NEW STUDENT



## INTRODUCTION: WHO ARE WE?

MCA's collaborative and supportive team culture strives to inspire members to improve their speaking skills and blossom into confident and poised communicators. We encourage members to break out of their shells and become more comfortable in front of their audience. Various settings for members to understand and communicate efficiently include special events such as Debates, Speakers Series, interviews and Public Speaking Preparation, and more! Our team looks forward to welcoming you this Fall and becoming more assertive communicators together! Whether you're looking for work, delivering excellent presentations, or simply honing general communication skills, MCA provides the ideal environment and culture to do so.

## ASSOCIATE HIRING THIS FALL:

- #2 Marketing Associates
- #1 Student Outreach Associate- under Kamil
- #1 Accounting Associate - under finance

NOTE: Dates and Deadlines to be determined

## MARKETING ASSOCIATE RESPONSIBILITY:

A marketing associate collaborates with the marketing team in all marketing campaigns and will help create, outreach and keep up with advertising channels (mainly social media)—the marketing associate reports to the marketing director, who is responsible for completing all tasks given.

- Responsibilities/Duties:
  - o Assist in marketing and advertising promotional activities (e.g. social media, direct mail, and web)
  - o Prepare detailed promotional presentations
  - o Help with the planning and hosting of events
  - o Monitor all social media platforms for trending news, ideas, and feedback about UTSC and the management department
  - o Research and evaluate competitor marketing and digital content

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## STUDENT OUTREACH ASSOCIATE RESPONSIBILITY:

A Student Outreach Associate will contribute to the short and long-term goals of the department and its programs. They will help reach the club goals of providing programs and services that support students' leadership development (specifically opportunities in the communications department) and promote student engagement in co-curricular activities. The Student Outreach Associate will directly report to the VP of Business Development.

- Responsibilities/Duties:
  - Promote their role to the student population and create platforms for students to ask questions
  - Build and maintain an inventory of materials and resources for student groups
  - Work with the team to develop co-curricular events and services that can best support students.
  - Lead the promotion of student life events through social media channels, print material, and other forms of appropriate communication to the campus community.
  - Encourage and support students with communication obstacles and available academic programs on events that benefit the student community and align with the college's mission.

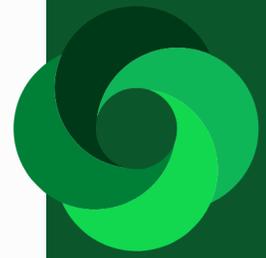
## ACCOUNTING ASSOCIATE RESPONSIBILITY:

The accounting associate is responsible for the corporate financial accounting functions and oversight of the financial accounting processes for MCA. This includes ensuring that financial statements are completed on time and checking that accounting records contain the information necessary to meet our reporting requirements to internal management. An accounting associate will support the Finance team with various projects and month-end close responsibilities, which will report to the VP of Finance.

- Responsibilities/Duties:
  - Continuously update MCA's financial balance sheet with information on cash outflow and inflow
  - Assist with researching/applying/refunding unapplied payments
  - Handle sensitive or confidential information with honesty and integrity.
  - Compile, track information, and support the company



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## DATES TO LOOK OUT FOR:

- Why Communicate? Event
  - Happening: Starts October 31, 2021
  - Gift card raffle for all entries
- Unsure?, Meet Alumni Event
  - Happening: November 3, 2021 - 5-7 PM
  - Exclusive event with two chances to win gift cards worth a total of \$200
- Want to Express? Event
  - Happening: Starts December 5, 2021
  - Gift card raffle for all entries
- Unsure still?, Meet Co-op Event
  - Happening: February 2, 2022 - 5-7 PM
  - Prizes - 2 chances to win gift cards worth a total of \$200
- Ace that Virtual Interview Event
  - Happening: March 16, 2022 - 5-7 PM
  - Prizes - 2 chances to win gift cards worth a total of \$200