

Brand & Communication Department

General Role:

To facilitate the communication between AIESEC members with different stakeholders, especially with other local AIESEC members and the campus; to ensure the consistency of AIESEC brand in different stakeholders' perception which is aligning with the brand of AIESEC international; to enhance the reputation of AIESEC in the campus

Event Management Officer

Role and Job Description

- Organize public events such as AIESEC Week, other Branding Events etc
- Organize Internal events such as Internal Gathering, LC meeting etc.
- Responsible for:
 - Logistic Arrangement
 - Human Resources in Event
 - Delegation
 - Event Proposal etc.

Improvement and Benefits

- Event organizing skills
- Improve communication
- Exposure to campus and other AIESECers
- Self-confidence
- Personally develop professionalism

We suit you if you are someone or you want to be someone:

- Innovative
- Passionate
- Good in communication
- Detailed minded
- Love fun
- Good in Communication Skills

Brand Officer

Role and Job Description

- Brand consultation for any AIESEC-LC-CUHK related items
- Newsletter publication
- Promotion for LC events
- Recording of AIESEC events
- Merchandise design, marketing and sales
- Publications (through campus media)

Improvement and Benefits

- Enhance writing skills
- Improve communication
- Enhance design skills
- Experience in real marketing
- Promotion skills
- Self-confidence
- Brand Awareness
- Personally develop professionalism

We suit you if you are someone or you want to be someone:

- Good in recognizing stakeholders
- Passionate
- Creative
- Good in writing
- Knows/interest in design (Photoshop, Premiere etc.)
- Knows surveying
- Good in sales and promotion
- Know importance of an organization brand

Campus Relations Officers

Role and Job Description

- Build and sustain relationships with Campus entities (student and office)
- Seek participation in Campus Events
- Implement possible engagements between Campus Entities and the LC

Improvement and Benefits

- Enhance networking skills
- Improve communication
- Exposure to professional environment
- Presentation knowledge
- Promotion
- Work with diverse people
- Personally develop professionalism

We suit you if you are someone or you want to be someone:

- Passionate
- Good in sales
- Good in networking
- Good in stakeholder awareness
- Good in communication skills

Remarks

- **Average Weekly Workload: 14 hours**
- **Accountable to Local Committee Vice President – Brand and Communications**
- **Duration: January 2011 – July 2011**
- Should you have any further queries concerning the Brand & Communication Department, please don't hesitate to contact our Local Committee Vice-president (Brand and Communication | Finance and Legal Affairs) **Thomas CHEUNG** at (852) 6773 2650 or thomas.cheung@aiesec.net.