



RECRUITMENT PACKAGE

**AIESEC IN YORK**

FALL 2022



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# LCP MESSAGE



Hey there!

Are you looking to make an impact and grow as a leader? Then you're in the right place.

Though these past two years have been filled with uncertainty and adapting to the new normal of remote activities, with AIESEC, I can guarantee that you will find yourself surrounded by ambitious, determined individuals passionate about making the world a better place.

As one of the largest international youth-run organizations in the world that focuses on facilitating global exchanges, the pandemic has challenged us. Despite the obstacles, our passion for leadership development and innovation only grew exponentially. Founded during a time of crisis over 70 years ago, AIESEC has touched and transformed millions of lives around the world through practical experiences in challenging environments.

AIESEC is ultimately a playground, a sandbox, whatever you want it to be for you to experiment, gain new skills, and build your network. You will learn the meaning of leadership, friendship, and community with the countless opportunities to grow within a matter of several months. Whether your reason for joining is to grow professionally or personally or both, I promise that you'll learn more about yourself and the positive impact you can make on others. There are lifelong memories and relationships to be made in AIESEC waiting for you!

I am excited for you to take action and embark on this life-changing journey. Best of luck and I look forward to reading your application!

Kind Regards,

A stylized, handwritten signature in black ink, appearing to read 'Jace Zhang'.

Jace Zhang

Local Committee President 2022





**ENHANCE  
YOUR  
LEADERSHIP  
SKILLS**



**BUILD YOUR  
NETWORK**



**SOFT SKILL  
DEVELOPMENT**

**CREATE  
MEANINGFUL  
EXPERIENCES**



# ABOUT AIESEC

AIESEC is the world's largest not-for-profit organization that is **entirely youth-led**. We are passionate about world issues and offer a unique platform for young leaders to foster global cooperation and change-making.

AIESEC aims to develop students' leadership, with cross-cultural volunteer or internship experiences abroad, events, and membership.

Since being founded in 1948, AIESEC has developed over 1,000,000 young people who have engaged with AIESEC, whether it be through an exchange or as a member.

To put it simply:

**WE ARE A YOUTH LEADERSHIP  
MOVEMENT.**

# AIESEC VALUES

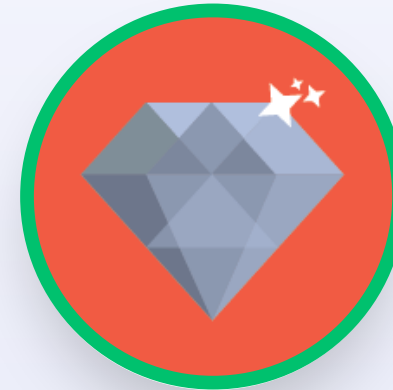
## STRIVING FOR EXCELLENCE

Continuing to advance by trying one's best through innovation and creativity



## DEMONSTRATING INTEGRITY

Always consistent between decisions and actions



## ENJOYING PARTICIPATION

Creating a collaborative and supportive learning environment



## ACTIVATING LEADERSHIP

To lead and inspire leaders



## LIVING DIVERSITY

Is always open to and respectful of new knowledge and cultures

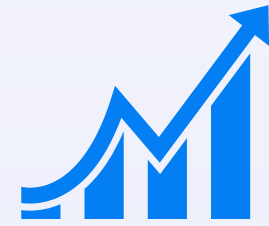


## ACTING SUSTAINABLY

Doing activities that have a positive impact on the present and the future



# WHY JOIN AIESEC?



## Personal Development

Develop self-management and interpersonal skills through practical and challenging experiences



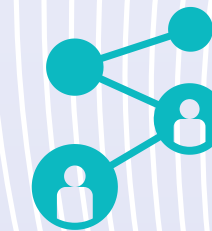
## Global Network

Connect with people all over the world and build your network locally and internationally



## Leadership Experience

AIESEC provides a supportive environment for developing self-leadership and collaboration to help one reach their goals



## Connect With AIESEC Impact

AIESEC has a mission, values and inclusiveness that stand out as an environment for everyone to learn and connect



# IMPORTANT DATES



1

Application opens  
**August 29th 2022.**



2

AIESEC in York will host a in-person tabling session at York University on **September 2nd.** Come and learn more about us!



3

In-person interviews will be held on **September 17- 18.**



4

Check your emails for updates on your application.



5

Mandatory Orientation Day for all new members on **September 24th!**



6

Meet your portfolio members and begin on-boarding!



# OUR OPPORTUNITIES

Portfolio Member



oGV facilitates short-term volunteer opportunities abroad.



iGT cultivates partnerships with local businesses and enriches the Toronto job market by bringing interns from abroad for personal growth & development.



TM is a back-office portfolio dedicated to the coordination of the AIESEC in York team.



The oGT facilitates both short & long-term internship opportunities abroad.



The B2C portfolio focuses on the external reach of consumers and garnering attention and interest for AIESEC products.



FIN manages our financial accounts and oversees the financial health of the local committee.







# WHAT'S THE DIFFERENCE?

## Portfolio Member

- Weekly meetings with a team and 1:1's with team leader
- Structured portfolio-focused responsibilities and role
- Specific weekly time commitment
- Be apart of a specialized team, while having direct Team Leaders and a VP



## AIIESEC Member

- No regular meetings, unless you choose to be apart of an ongoing project
- Sign up to work in different projects across portfolios - responsibilities vary
- Work is based on personal time commitment
- No specified management or team members



# OUTGOING GLOBAL TALENT

## POSITION: CLIENT ADVISOR

**Client Advisor** will be responsible for the strategic planning of selling and promoting the OGT program and conducting the market research and data analysis for internal and external factors surrounding exchange awareness and interest.

*Time Commitment 9-10 hours per week*



### Responsibilities include but are not limited to:

- Attend weekly portfolio meetings, monthly local committee meetings, and conferences
- Gather data and perform market analysis using various platforms such as Salesforce, EXPA (our CRM software), and York University demographics
- Build local & international partnerships, and customer relationships
- Strategize online and offline promotion while refreshing the our sales strategy

### As a member of oGT, you will develop the following skills:

- Interpersonal and presentation skills
- Sales, promotion and client-servicing
- Event planning and logistics
- Problem-solving and creativity
- Database management & organization skills (EXPA, Google Sheets/Excel, Salesforce, etc.)
- Expansion of your personal and professional network internationally

**For more info, contact:**  
**Vatsal Maheshwari (VP oGT)**  
[vatsal.maheshwari@aiesec.net](mailto:vatsal.maheshwari@aiesec.net)



# OUTGOING GLOBAL TALENT

## POSITION: INNOVATION CONSULTANT

**Innovation Consultant** will be expected to consult the potential exchange participants, support the participants by providing required assistance for visas, flights, residence, etc. and making the client experience seamless.

*Time Commitment 9-10 hours per week*



### Responsibilities include but are not limited to:

- Attend weekly portfolio meetings, monthly local committee meetings, and conferences
- Gather data and perform market analysis using various platforms such as Salesforce, EXPA (our CRM software), and York University demographics
- Build local & international partnerships, and customer relationships
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**For more info, contact:**  
**Vatsal Maheshwari (VP oGT)**  
[vatsal.maheshwari@aiesec.net](mailto:vatsal.maheshwari@aiesec.net)

# OUTGOING GLOBAL VOLUNTEER

## POSITION: CLIENT & INTERNATIONAL RELATIONS MANAGER

International and Customer Relations Manager will have the chance to support exchange participants, and engage with AIESEC members across our international network. With the focus on experiential leadership development this year, members will contribute to the planning and implementation of Engage with AIESEC events and work on projects to optimize process efficiency.

*Time Commitment 5-8 hours per week*



**For more info, contact:**  
**Vanessa Kwok (VP oGV)**  
[vanessa.kwok2@aiesec.net](mailto:vanessa.kwok2@aiesec.net)

### Responsibilities include but are not limited to:

- Attend weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Learn how to do tabling, lead calls, and consultations to attract and retain the right consumers for the GV products
- Month-assigned tasks that arise within the portfolio, including but not limited to Engage with AIESEC (EWA) events
- Maintaining relationships with AIESEC committees locally and internationally.

### As a member of oGV, you will develop the following skills:

- Interpersonal and presentation skills
- Sales, promotion and client-servicing
- Event planning and logistics
- Problem-solving and creativity
- Database management & organization skills (EXPA, Google Sheets/Excel, Salesforce, etc.)
- Expansion of your personal and professional network internationally



# INCOMING GLOBAL TALENT

## POSITION: BUSINESS DEVELOPMENT MANAGER

**Business Development Managers** are responsible for expanding AIESEC in York's reach in the Greater Toronto Area's business network. This focus on managing client relationships and igniting new opportunities helps develop a strong sense of consultancy sales. From participating in sales meetings, cold pitches and national conferences, iGT members develop an understanding of the needs of potential business partners.

*Time Commitment 9-10 hours per week*



**For more info, contact:**  
**Aryan Kaushal (VP iGT)**  
[aryan.kaushal@aiesec.net](mailto:aryan.kaushal@aiesec.net)

### Responsibilities include but are not limited to:

- Attend weekly portfolio meetings, monthly Local Committee Meetings, and conferences.
- Prospecting, cold lead generation and warm lead generation.
- Leading sales meetings with high ranking officers.
- Managing corporate partnerships and client relationships.
- Maintaining a healthy relationship with international AIESEC partners.

### As a member of iGT, you will develop the following skills:

- Interpersonal and presentation skills
- Persuasive writing and verbal techniques
- Proficiency in the Google Suite and Salesforce
- An expansion to a global network
- Consultative & traditional sales skills
- Project planning and management skills



# BUSINESS TO CONSUMER

## POSITION: DIGITAL MARKETING COORDINATOR

**Digital Marketing Coordinator** will have the opportunity to work with creative marketing tactics in order to amplify AIESEC in York's brand image. The tasks this portfolio is responsible for graphic designing, video editing, traditional social media campaign development, and outreach strategy execution.

*Time Commitment 5-8 hours per week*



### Responsibilities include but are not limited to:

- Attend weekly portfolio meetings, monthly Local Committee Meetings, and conferences.
- Social media monitoring and management.
- Execute creative ideas in order to promote exchange opportunities.
- Developing digital marketing campaigns and executing them on social media.

### As a member of B2C, you will develop the following skills:

- Communication and interpersonal skills
- Problem solving and creativity
- Videography and video editing skills
- Marketing analytics tool knowledge
- Expansion of your personal and professional network internationally
- Professional leadership qualities for career development

**For more info, contact:**  
**Meri Karakhanyan (VP B2C)**  
[meri.karakhanyan3@aiesec.net](mailto:meri.karakhanyan3@aiesec.net)



# TALENT MANAGEMENT

## POSITION: MEMBER EXPERIENCE MANAGER

As a Member Experience Manager, your goal is to identify and develop strategies that ensure members' growth, soft skills, and leadership development, and seek to find solutions to any internal bottleneck.

*Time Commitment 8-10 hours per week*



**For more info, contact:**  
**Jaimee Sit (VP TM)**  
[jaimee.sit@aiesec.net](mailto:jaimee.sit@aiesec.net)

**Responsibilities include but are not limited to:**

- Attend all events, weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Organizing member engagement initiatives, socials, and reward systems
- Analyzing the current membership state to find innovative ways to increase engagement and growth
- Maintaining relationships with AIESEC committees locally and internationally

*Knowledge of Google Sheets/Microsoft Excel is an asset.*



**As a member of TM, you will develop the following skills:**

- Interpersonal and communication skills
- Creative thinking
- Strategic thinking, problem-solving, organization, human resource, and team management skills
- Excellent cross-functional teamwork transferable skills
- Event planning and logistics
- Expansion of international personal and professional network.

# TALENT MANAGEMENT

## POSITION: COMMUNICATIONS MANAGER

**Communications Manager** your role is to ensure the creation and distribution of information regarding upcoming events or any projects that are in the works. You are the first line of communication between TM and the rest of the Local Committee, it is vital you are able to communicate new projects/initiatives/events that TM may be working on. You will be working alongside the Events Directors in planning events and creating the marketing materials.

*Time Commitment 8-10 hours per week*



**For more info, contact:**  
**Jaimee Sit (VP TM)**  
[jaimee.sit@aiesec.net](mailto:jaimee.sit@aiesec.net)

**Responsibilities include but are not limited to:**

- Attend all events, weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Organizing member engagement initiatives, socials, and reward systems
- Maintaining relationships with AIESEC committees locally and internationally
- Creating engaging marketing material for events/projects

**As a member of TM, you will develop the following skills:**

- Interpersonal and communication skills
- Creative thinking
- Strategic thinking, problem-solving, organization, human resource, and team management skills
- Excellent cross-functional teamwork transferable skills
- Event planning and logistics
- Content creation





# TALENT MANAGEMENT

## POSITION: EVENTS DIRECTOR

**Events Director** you will be tasked with the opportunity to host, plan and organize engaging events. You will be working closely with the TM Communications Manager to discuss the marketing material to promote said event. You are responsible for managing the flow of operations during the event and ensuring that the event runs smoothly.

*Time Commitment 8-10 hours per week*



**For more info, contact:**  
**Jaimee Sit (VP TM)**  
[jaimee.sit@aiesec.net](mailto:jaimee.sit@aiesec.net)

**Responsibilities include but are not limited to:**

- Attend all events, weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Maintaining relationships with AIESEC committees locally and internationally
- Hosting, planning and organizing events
- Looking over feedback on events to ensure a successful event

**As a member of TM, you will develop the following skills:**

- Interpersonal and communication skills
- Creative thinking
- Strategic thinking, problem-solving, organization, human resource, and team management skills
- Excellent cross-functional teamwork transferable skills
- Event planning and logistics
- Adaptability



# TALENT MANAGEMENT

## POSITION: OD Manager

**OD Manager**, your role will be similar to the member experience manager role, but with added responsibility of overseeing internal OD operations such as our Rewards and Recognitions program. The OD manager will also devise effective strategies in increasing internal development of the Local Committee and mitigating any bottlenecks apparent throughout the development. This portfolio is responsible for ensuring that members are getting the most out of their AIESEC journey.

*Time Commitment 8-10 hours per week*



**For more info, contact:**  
**Jaimee Sit (VP TM)**  
[jaimee.sit@aiesec.net](mailto:jaimee.sit@aiesec.net)

### Responsibilities include but are not limited to:

- Attend all events, weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Analyzing the current membership state as well as OD figures to find innovative ways to increase engagement and growth
- Assisting the Team Lead with OD projects and activities in order to increase engagement throughout the LC

*Knowledge of Google Sheets/Microsoft Excel is an asset.*



### As a member of TM, you will develop the following skills:

- Interpersonal and communication skills
- Creative thinking
- Strategic thinking, problem-solving, organization, human resource, and team management skills
- Excellent cross-functional teamwork transferable skills
- Event planning and logistics
- Expansion of international personal and professional network.

# TALENT MANAGEMENT

## POSITION: Data Analyst

**Data analyst**, your role will be similar to the member experience manager role, but with the added responsibility of analyzing membership data to discover bottlenecks related to organizational health. The data analyst will also strategize effective techniques and carry them out to mitigate these issues. This portfolio is responsible for ensuring that members are getting the most out of their AIESEC journey.

*Time Commitment 8-10 hours per week*



**For more info, contact:**  
**Jaimee Sit (VP TM)**  
[jaimee.sit@aiesec.net](mailto:jaimee.sit@aiesec.net)

### Responsibilities include but are not limited to:

- Attend all events, weekly portfolio meetings, monthly Local Committee Meetings, and conferences
- Analyzing the current membership state as well as OD figures to find innovative ways to increase engagement and growth
- Assisting the Team Lead with OD projects and activities in order to increase engagement throughout the LC

*Knowledge of Google Sheets/Microsoft Excel is an asset.*



### As a member of TM, you will develop the following skills:

- Interpersonal and communication skills
- Creative thinking
- Strategic thinking, problem-solving, organization, human resource, and team management skills
- Excellent cross-functional teamwork transferable skills
- Event planning and logistics
- Expansion of international personal and professional network.

# FINANCE

## POSITION: FINANCIAL SPONSORSHIP MANAGER (1 SPOT)

**Financial Sponsorship Manager** will focus mainly on company outreach for sponsorship to AIESEC York. Members will be expected to contact and communicate with external companies, to develop good relations for financial support. Members will also be expected to think and implement new methods to generate funds, and ensure other portfolios are in good financial standing.

*Time Commitment 7-10 hours per week*



**For more info, contact:**  
**Sean Phan (VP FIN)**  
**[sean.phan3@aiesec.net](mailto:sean.phan3@aiesec.net)**

**Responsibilities include but are not limited to:**

- Attending weekly portfolios meetings and monthly local committee meetings
- Developing a sponsorship package
- Contacting companies to develop good relationships
- Identifying and utilizing any investment opportunities
- Assist in the operations of other portfolios

**As a member of B2C, you will develop the following skills:**

- Financial analysis and data management
- Problem solving and critical thinking
- Professional communication skills
- Organizational skills

*Knowledge of finance/accounting software such as Excel is an asset.*



# AIESEC Member

## About being an AIESEC Member

Unsure about which portfolio you want to join? Unsure about your commitments? Want to take more time exploring and building your AIESEC journey? The AIESEC Member path is for you.

"We aim to **engage and develop every young person** in Canada through a leadership experience, regardless of background, identity, and ability.

This means ensuring that **every young person** can fulfill their potential, become a values-driven leader, and find community within AIESEC."

#withaiesec

AIESEC  
Member

## Potential Opportunities

- Warm invitations to our socials, conferences, and monthly Local Committee meetings
- Tabling to connect with the York community
- Help plan events or bring Portfolio initiatives to life
- Build strong connections and your network
- Be a part of the AIESEC family and develop your leadership <3

# APPLICATION PROCESS



1

Sign up on our website  
[aiesec.ca/join-aiesec](https://aiesec.ca/join-aiesec)

2

Submit written application  
by September 12

3

Make sure to check your email  
from AIESEC regarding  
interview sign-ups



We look forward  
to reading your  
application!



@aiesecinyork



mail to: [meri.karakhanyan3@aiesec.net](mailto:meri.karakhanyan3@aiesec.net)

