

Job Description: Marketing Organizer

John Molson School of Business (JMSB), International Case Competition (ICC)

The John Molson MBA International Case Competition is a prestigious event organized by a team of MBA candidates from the John Molson School of Business at Concordia University in Montreal, Canada. As the largest international case competition of its kind, it attracts top MBA business schools worldwide. This role is a part of an experiential learning course awarding 6 credits to JMSB MBA students.

Overall Purpose of This Position:

The Marketing Organizer role requires an individual with proactive qualities, exceptional communication skills, and the ability to collaborate effectively. The primary objective is to conceive, develop, and execute a comprehensive marketing and communications plan throughout the year. This team member plays a pivotal role in maintaining regular communication with every member of the organizing committee, anticipating needs, and aligning with communication requirements. With a direct responsibility for the MBA ICC brand in both internal and external communications, this role inherently represents the esteemed John Molson School of Business.

Creativity, attention to detail, and persuasive writing skills are paramount. The Marketing Organizer is tasked with content generation, storytelling, and crafting communications that align seamlessly with the competition's marketing objectives, contributing significantly to the overall success of the MBA ICC brand.

Reporting Relationship:

The Marketing Organizer reports directly to the Board of Directors and maintains close collaboration with the Sponsorship Organizer. This role involves regular updates to the Board, working closely with the Technical sub-committee, and receiving guidance and support from the ICC Academic Advisor.

Major Responsibilities:

- Define an effective marketing strategy to build the MBA ICC brand – you are the “voice” of MBA ICC, determine what you want that to be
- Develop a marketing/communications plan for the year and clearly outline the anticipated deliverables with corresponding key deadlines
- Plan and implement paid social media marketing
- Manage the marketing budget taking into consideration the different elements from printing to video
- Draft sponsorship kit with the sponsorship organizer, with different levels & recommend different benefits to ensure that each level can be sold
- Create graphics and marketing material for the entire MBA ICC brand
- Promote events/registration/etc. using the tools at your disposal like Facebook, Instagram, LinkedIn, and so forth
- Deliver and add value for all stakeholders
- Secure relevant local and international media coverage before, during, and after the competition

Skills and Assets:

Required:

- Excellent written and verbal communication skills.
- Leadership skills and a proactive approach.
- High standards and receptiveness to constructive criticism.
- Ability to attend early morning meetings.
- Full-time availability from December 27th, 2024, to January 9th, 2025.

Assets:

- Volunteering experience at the previous ICC event is an asset.
- Graphic design skills and familiarity with tools such as Adobe Illustrator are a must.

Learning Outcomes:

- *Develop Strategic Marketing Skills:* Formulate and execute a comprehensive marketing and communications plan for the year, enhancing strategic thinking and planning abilities.
- *Enhance Communication Skills:* Regular communication with the organizing committee, stakeholders, and external entities will sharpen written and verbal communication skills.
- *Build Leadership and Proactive Approach:* Lead the marketing efforts, demonstrate proactive problem-solving, and showcase leadership skills in a team setting.
- *Financial Management:* Manage the marketing budget efficiently, gaining hands-on experience in financial planning and allocation.
- *Event Promotion:* Utilize various channels, including social media (Facebook, Instagram, LinkedIn), to promote events, registration, and overall brand visibility.
- *Brand Management:* Ensure the MBA ICC brand is effectively represented in all internal and external communications, fostering brand management expertise.
- *Networking and Stakeholder Management:* Develop relationships with sponsors, media, and other stakeholders, enhancing networking and collaboration abilities.

Join us in organizing the most prestigious MBA case competition globally and gain invaluable experiential learning in marketing and event management.