

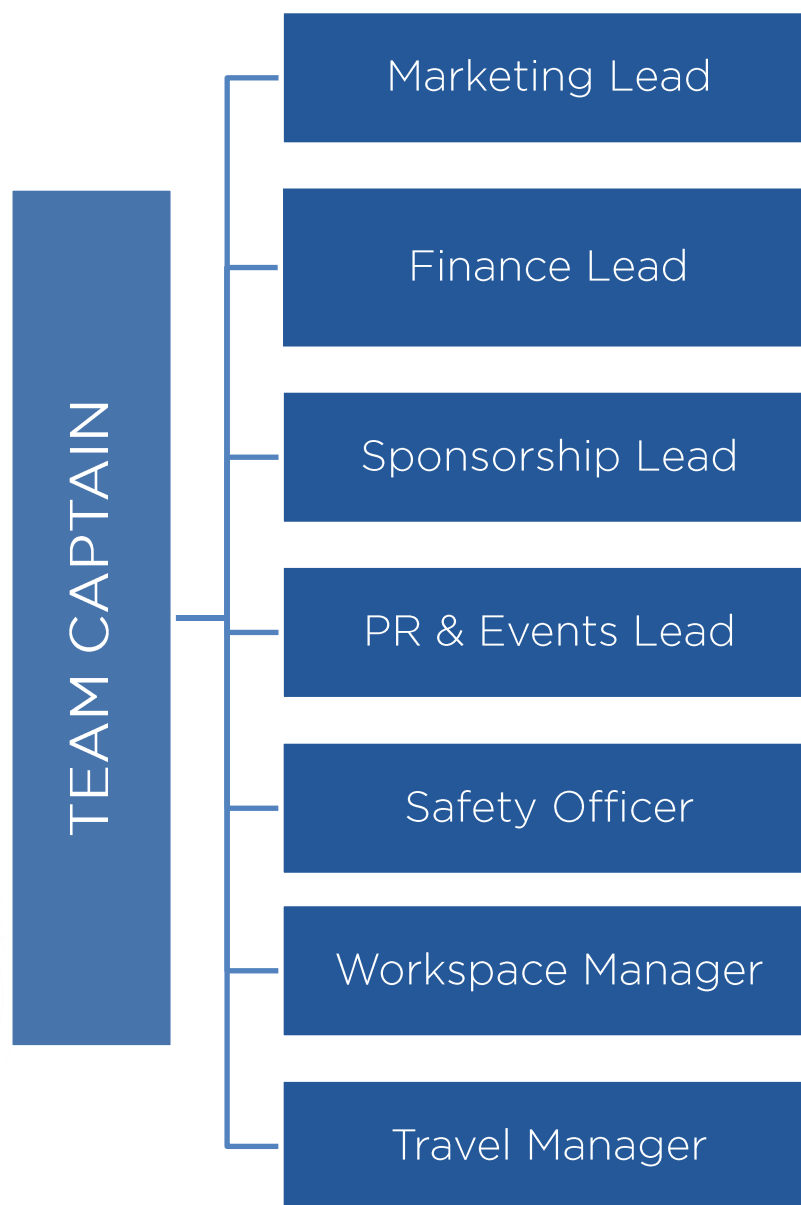


# 2018-19 UBC AeroDesign Administrative Team

## Roles & Responsibilities

The UBCAD team is divided into two groups - administrative and technical. The members who hold an administrative or a technical lead position on the team form the executive board and the team captain is their appointed leader. The team captain and the board of executives will manage the team in a democratic manner to ensure UBCAD's longevity and achievement of goals.

### Administrative Team Structure Diagram





# MARKETING LEAD (2-3 positions)

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## MAIN RESPONSIBILITIES:

- > Work closely with Team Captain to improve AeroDesign's overall brand through developing and executing marketing campaigns to generate higher awareness among UBC students and BC constituents
- > Design and lead the implementation of the annual marketing plan including graphic design, photography, and video editing
- > Create engaging promotional content including but not limited to: banners, posters, stickers, business cards, videos, photos, and team apparel
- > Establish UBC AeroDesign social media strategies and manage social media outlets (Facebook, Instagram and website) while ensuring steady follower growth
- > Manage and maintain [www.ubcaerodesign.com](http://www.ubcaerodesign.com) for functionality while monitoring website analytics and develop strategies to increase and drive web traffic

## QUALIFICATIONS:

- > Strong Graphic Design skill is required
- > Passion in marketing and interest in airplanes
- > Professional English written and verbal communication skills
- > Experience with creating promotional content

## TIME COMMITMENT:

- > 2-4 hrs/week

## EXPECTED LEARNING OUTCOMES:

- > Marketing strategy development and implementation
- > Brand Management
- > Interdisciplinary teamwork



## FINANCE LEAD (1-2 POSITIONS)

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### MAIN RESPONSIBILITIES:

- > Work closely with Team Captain to develop AeroDesign's annual budget (proposed expenditure and distribution of income), ensuring all planned spending are justified and agreed upon by the respective leads
- > Write (or delegate as appropriate) the financial sections for MECH and other funding applications
- > Manage account balances through reviewing monthly ledgers and tracking cash flows (incomes, expenditures, etc.)
- > Collect personal contributions from competition attendees and deposit into appropriate account
- > Maintain the [finance.ubcaerodesign@gmail.com](mailto:finance.ubcaerodesign@gmail.com) email and perform assigned tasks
- > Manage team purchase reimbursements through: collecting receipts, updating accounting sheet, filing reimbursement forms, planning appropriate account withdrawals
- > Automate as many tasks above as possible

### QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Knowledge of basic accounting principles
- > Self-motivated
- > Good team work skills

### TIME COMMITMENT:

- > 2-3 hrs/week

### EXPECTED LEARNING OUTCOMES:

- > Account Management
- > VBA/scripting



# SPONSORSHIP LEAD (1-2 POSITIONS)

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## MAIN RESPONSIBILITIES:

- > Work closely with Finance Lead to ensure adequate income is sourced to balance the annual budget
- > Acquire sponsors (monetary and in-kind) through developing and executing cold-call strategies, events outreach, and managing sponsorship benefits
- > Maintain strong and engaged relationship with sponsors through email updates, organize site tours, external appreciation events, and ensuring sponsorship benefits are met
- > Maintain the [sponsor.ubcaerodesign@gmail.com](mailto:sponsor.ubcaerodesign@gmail.com) email and perform other assigned tasks

## QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Self-motivated
- > Good team work skills
- > Experience with sales and sponsorship roles is a plus

## TIME COMMITMENT:

- > 3-4 hrs/week until January

## EXPECTED LEARNING OUTCOMES:

- > Customer relations
- > Professional English writing skills
- > Strong sales techniques



# PR & EVENTS LEAD (1-2 POSITIONS)

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## MAIN RESPONSIBILITIES:

- > Work closely with Team Captain and Marketing Lead to hold external events (design reviews, open houses, appreciation nights, etc.) to strengthen presence in the community and industry
- > Organize team presence and display for recruitment events (e.g. MECH 2 First Week BBQ, Imagine Day, Sauder Events etc.)
- > Organize and deliver lab tours for school students in coordination with MECH Dept., Geering Up, WWEST etc.
- > Organize other PR events such as External Design Reviews, Info Sessions, etc.
- > Maintain the [publicrelations.ubcaerodesign@gmail.com](mailto:publicrelations.ubcaerodesign@gmail.com) email and take action for assigned tasks

## QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Eager to learn how to talk about Airplanes and AeroDesign
- > Self-motivated
- > Good team work skills

## TIME COMMITMENT:

- > 3-4 hr/week when there is an event

## EXPECTED LEARNING OUTCOMES:

- > Speaking technically with varying levels of complexity
- > Events management and coordination



# SAFETY OFFICER (1 POSITION)

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## MAIN RESPONSIBILITIES:

- > Work closely with Team Captain and Workspace Manager to ensure the overall safety and well-being of team members during any team related activities
- > Write the safety section for MECH application (or delegate as appropriate), which includes creating Standard Operating Procedures for machines, warning signs, risk assessment, and safety equipment
- > Act as point contact with UBC Facilities for all safety and facilities related items such as workspace access, safety orientation/training, workspace repairs, safety equipment, incidence reporting, safety hazards, and chemicals/MSDS
- > Maintain the [safety.ubcaerodesign@gmail.com](mailto:safety.ubcaerodesign@gmail.com) email and take action for assigned tasks

## QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Knowledge of basic accounting principles
- > Self-motivated
- > Good team work skills

## TIME COMMITMENT:

- > 2-3 hrs/week

## EXPECTED LEARNING OUTCOMES:

- > Workspace safety management that is applicable to industry workspaces
- > BC workspace regulations



# WORKSPACE MANAGER (1-2 POSITIONS)

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## MAIN RESPONSIBILITIES:

- > Work closely with Safety Officer to ensure the overall safety of team members during any team related activities in Rusty Hut
- > Implement effective 5S techniques to increase workspace efficiency and organization
- > Enforce workspace tidiness and cleanliness after weekly work sessions
- > Perform inventory reporting and control to keep team informed for purchasing needs

## QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Self-motivated
- > Good team work skills

## TIME COMMITMENT:

- > 2-3 hrs/week

## EXPECTED LEARNING OUTCOMES:

- > Applied 5S principles
- > Workspace design and management



# TRAVEL MANAGER (1 POSITION)

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## MAIN RESPONSIBILITIES:

- > Work closely with Finance Lead to determine available funds allocated for competition and travel purposes before making plans
- > Create travel itinerary including and cost breakdown for: transportation, rental, shipping, housing, meals, and sight-seeing plans
- > Act as representative and point contact of the team during competition travel

## QUALIFICATIONS:

- > Professional English written and verbal communication skills
- > Experience with making travel related expenses
- > Self-motivated
- > Good team work skills

## TIME COMMITMENT:

- > 2-3 hrs/week

## EXPECTED LEARNING OUTCOMES:

- > Experience in planning and booking a group itinerary
- > Trip management