

# PRISMA

**Director Hiring Package (2019 – 2020)  
UC Prism Advertising (PRISMA)**

**v.3**

*Maricruz Posada*  
*Vice President Human Resources*  
*[recruitment@ucprisma.com](mailto:recruitment@ucprisma.com)*  
*[www.ucprisma.com](http://www.ucprisma.com)*





## Hiring Process

Prism Advertising (PrismaA) is hiring executive Directors for the upcoming 2019 - 2020 academic year. Each executive member will be hired by the respective senior executive (Vice Presidents) and Human Resources team members and will report under their respective senior executive.

Executive member involvement commences in May 2019 and will continue until the end of the academic year, April 2020. Applications for senior executive positions will be accepted online at:

<http://www.ucprisma.com/opportunities/>

Please read below for information about available positions that we are currently hiring for. In you online application you will be asked for the specific position you are hiring for, so please inform yourself below!



## Director Duties

The responsibilities of Prisma Directors include, but are not limited to the following:

- Acting as a team player in order to realize the goals of the organization;
- Maintaining and developing Prisma engagement and spirit;
- Promoting Prisma initiatives and events;
- Offering leadership and helping to Prisma general Directors and peers;
- Ensuring that Prisma is represented in a professional manner at all times;
- Completing tasks as delegated by their respective Senior Executive;
- Performing other duties assigned by the HR or President of Prisma;
- Attending meetings as scheduled by the President of Prisma;
- Attending all General Meetings as scheduled by the President;
- Attending meetings as scheduled by their respective Senior Executive;
- Attending meetings as scheduled by HR;
- Participating in fun, interactive activities as planned by HR regularly throughout the semester;
- Attending or volunteer at as many events and socials as possible;
- Attending general meetings of University of Calgary clubs as assigned by the Business Development team;
- Paying a onetime \$25.00 membership fee;
- Having or being willing to acquire basic design knowledge.



## Communications – Directors

**Director of Social Media Management** - The responsibilities of the Director(s) of Social Media Management include, but are not limited to the following:

- Regularly creating and publishing relevant content on Prisma’s social media platforms (Facebook, Instagram, Twitter, YouTube);
- Cultivating Prisma’s social media presence through engagement and regularity;
- Advertising Prisma initiatives on Prisma’s social media platforms;
- Making Social Media Plans (SMPs) for Prisma’s clients;
- Adhering to and updating Prisma’s SMP;
- Being aware of peak times to post content by working with Director of Analytics;
- Ensuring posts are ethical and do not contain content deemed inappropriate by VP Communications;
- Developing and running contests and promotional campaigns;
- Staying in constant communication with VP Communications;
- Being creative, passionate, hardworking, and consistent;
- Representing Prisma in a professional way

**Director of Analytics** - The responsibilities of the Director of Analytics include, but are not limited to the following:

- Regularly analyzing and interpreting the insights of all of Prisma’s social media platforms;
- Collaborating with Director(s) of Social Media Management to discuss and address insights;
- Constantly evaluating and improving Prisma’s SMP;
- Analyzing and interpreting data collected from Prisma’s clients’ social media platforms;
- Analyzing client market segments and working with Business Development to advise how to best engage with customers via social media;
- Staying in constant communication with VP Communications;
- Being creative, passionate, hardworking, and consistent;
- Representing Prisma in a professional way.



**Director of Website** – The responsibilities of the Website Director include, but are not limited to the following:

- Maintenance and design of PrismaA’s website;
- Updating information on PrismaA’s website;
- Web client manager, managing internal clients;
- Email maintenance;
- Reporting issues with the website to VP Communications;
- Being adept with computers/website curation;
- Staying in constant communication with VP Communications about any changes made to website;
- Developing websites and/or website plans for PrismaA’s clients;
- Being creative, passionate, hardworking, and consistent;
- Representing PrismaA in a professional way.



## Marketing – Directors

**Content Manager - Director of Video** - The responsibilities of the Video Director include, but are not limited to the following:

- Video filming;
- Learning at least one of the programs: Pinnacle/Avid Studio, Adobe Premier, and/or Sony Vegas
- Video planning, including script writing, shot planning, etc.;
- Recruiting actors and/or models;
- Having photography/videography equipment is considered an asset;
- Having a GoPro or other camera is considered an asset;
- Leading Content Creators and General Members during projects;
- Represent Prisma in a professional way.

**Content Manager - Director of Design** - The responsibilities of the Director of Design include, but are not limited to the following:

- Experience with Adobe Creative suite is considered an asset;
- Willingness to learn Adobe Photoshop and/or Adobe Illustrator;
- Collaborating to plan and design marketing posters;
- Assisting and creating of digital advertisements;
- Responsible for the assisting and creating of poster design and physical advertisements;
- Leading Content Creators and General Members during projects;
- Representing Prisma in a professional way.

**Content Manager - Creative Director** - The responsibilities of the Creative Director include, but are not limited to the following:

- Experience with art theory, including training and study;
- Ability to sketch necessary poster designs;
- Ability to input art theory into poster designs;
- Contributing and collaborating to brainstorm ideas for poster design;
- Ability to create storyboards is considered an asset;
- Experience with photography is considered an asset



- Leading Content Creators and General Members during projects;
- Represent Prisma in a professional way.

**Director of Photography** - The responsibilities of the Photography Director include, but are not limited to the following:

- Experience with photography;
- Experience with photo editing;
- Willingness to learn Adobe Photoshop or Adobe Lightroom;
- Attend events as required by our Marketing Partnership Program to do photography;
- Teach General Members event photography, and how to use a DSLR efficiently;
- Assist in organizing photography coverage for Haskayne Clubs events;
- Represent Prisma in a professional way.



## Human Resources - Directors

**Director of Internal Engagement** – The responsibilities of the Projector Manager include, but are not limited to the following:

- Planning and organizing at least 3 socials per semester;
- Planning and organizing other events or workshops;
- Informing all members of upcoming socials, events, and workshops;
- Encouraging all members to attend social, events, and workshops;
- Attending socials, events, and workshops you plan;
- Assisting in hiring of Directors;
- Recording meeting minutes, create a template for meeting minutes before the meeting;
- Maintaining consistent communication with VP HR;
- Informal weekly updates and progress check-ins with VP HR;
- Assisting with organization of record keeping;
- Representing Prisma in a professional way.

**Director of Operations** - the responsibilities of the Director of Operations include, but are not limited to the following:

- Keeping up to date with different projects;
- Checking in with different Directors from various portfolios;
- Planning and organizing socials, events, and workshops;
- Sending out a Prisma newsletter at least 2 times per semester;
- Assisting in hiring of Directors;
- Recording meeting minutes, creating a template for meeting minutes before the meeting;
- Maintaining consistent communication with VP HR;
- Informal weekly updates and progress check-ins with VP HR;
- Assisting with organization of record keeping;
- Representing Prisma in a professional way.





## Corporate Relations - Directors

**Director of Account** – The responsibilities of the Manager of Account Directors include, but are not limited to the following:

- Actively seek, establish, and maintain sponsorships with companies and businesses;
- Manages 1 sponsorship account and keep in regular communication.
- Be able to understand and explain to potential sponsors of the services that we provide to our clients and sponsors;
- Schedule meetings with potential sponsors and ensure they are satisfied with what Prisma has to offer;
- Actively attend at least 1 per month CR portfolio meeting AND at least 1 per month BD-CR co-portfolio events or sponsorship trips;
- Informal weekly updates and progress check-ins with VP VR;
- Report to Head of Accounts and VP CR;
- Represent Prisma in a professional manner, whether it be emailing sponsors, or attending meetings.



## **Business Development & Operations – Directors**

**Directors of External Engagement** – The responsibilities of the External Engagement Directors include, but are not limited to the following:

- Actively seek and establish partnerships with local/small companies, Calgary based start-ups, U of C clubs, and MRU clubs;
- Being able to understand and teach clients about the services provided through signing the MPP;
- Being in constant contact and attend meetings with MPP clients as established or required by VP BD or Director of Consulting;
- Actively attend at least 1 per month BD portfolio meeting AND at least 1 per month BD-CR co-portfolio events or sales MPP trips;
- Informal weekly updates and progress check-ins with VP BD;
- Communicating MPP projects to VP Marketing directly or indirectly through Director of Consulting;
- Represent Prisma in a professional way.



## **Accounting Finance – Directors**

**Budget Director/Coordinator** – The responsibilities of the Budget Director include, but are not limited to the following:

- Rolling over previous year budgets and making necessary adjustments;
- Relaying information regarding current year budgets;
- Having a basic understanding of Excel and Google Sheets;
- Overseeing the organization of google sheets spreadsheets consistency;
- Maintaining contact with other portfolios;
- Attending all mandatory Prisma meetings;
- Attending Accounting Finance meetings set one time every month;
- Assisting the VP(s) of Accounting Finance with reimbursements throughout year;
- Representing Prisma in a professional way.