

PRISMA

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

v.3

*Maricruz Posada
Vice President Human Resources
recruitment@ucprisma.com
www.ucprisma.com*





APPLICATION PROCESS

1. Read through this document to understand the General Member position
2. Join by visiting: <http://www.ucprisma.com/opportunities/> or speak with an executive member!
3. We will contact you once we've received your information!



WHAT WE DO IN PRISMA

Prisma provides free marketing services to student clubs at the University of Calgary as well as small business in Calgary. We hold ethical marketing at our core and will contribute to protecting the integrity of organizations and individuals.

Our core philosophy is: **Be a part of something bigger.**

At Prisma we offer students at the University of Calgary the opportunity to get involved with what we do. We strive to offer U of C clubs free marketing support. Prisma also offers services to small businesses and start-ups.

Our Values:

- Commitment
- Creativity
- Inclusion

Our dream team is composed of individuals who all share the same core values. We learn the most, perform our best, improve, accomplish, and have fun. We'll only hire individuals who are needed and will positively contribute within our organization. We want to promote collaboration, support information sharing, and create an environment for productive problem solving.

Through honoring these values, we hope to create and develop a sustainable and successful organization. This means growing our numbers to support an increasing amount of small companies and clubs who need our services.

WHAT YOU'LL GET AS A GENERAL MEMBER

General Members are at the core of our organization; their support is vital to everything we do. We want to ensure that each member has the opportunity to use their interests and abilities to be an active member of our team. The executive team will work with the Director of Internal Engagement (from Human Resources) to ensure that you gain experience, knowledge, and skills from your time on the Prisma team.



Below is an outline of your first month with PrismA:

1. Submit your application to let us know you're interested. It's a really easy process, we just want to get to know you!
2. Pay your one-time \$5 membership fee. This gives you access to all the cool events we have going on all year.
3. Attend our kick-off party! This is a great way to meet the team and make new friends.
4. Stay up-to-date with volunteer opportunities, earn credits for your co-curricular record (CCR), and be invited to all of our social events and workshops throughout the year.



PRISMA GENERAL MEMBER RESPONSIBILITIES AND TASKS

- All consultants must attend the General Meetings as scheduled by VP HR. You will be given at least 1 week notice, and we'll collect availability to ensure as many people attend as possible. If you cannot make it please contact the VP HR to inform them about your absence.
- Prisma works together as a whole to emphasize and increase awareness in the importance of student driven opportunities and events.
- Within Prisma there are General Members, Directors, Vice Presidents and the President. Each one of the Directors and Vice Presidents are all very passionate about Prisma and marketing.
- Within Prisma there are six portfolios; Human Resources, Marketing, Communications, Corporate Relations, Operations Finance, Business Development. Each of these portfolios pertains to a specific section of Prisma, which ensures the sustainability of the club. You will be given the opportunity to see what each portfolio has to offer however, in order for that to happen you must get involved with the different portfolios of Prisma. When portfolios are looking for volunteers do not hesitate to volunteer! By attending events and contributing you will ensure that you get the most out of being a part of the Prisma team.
- Finally, Prisma is a club where the amount you put in is the amount you get out. It's a give and take. We want to ensure that Prisma is represented in a positive and professional manner at all time. Improper conduct within Prisma and/or while attending events will result in termination.

RESPONSIBILITIES OF ALL PRISMA MEMBERS:

- Attending all Prisma General Meetings
- Attending Prisma socials as planned and directed by the President or other Prisma Executives
- Volunteering
- Work with the respective Director(s) and Vice President(s) on the initiatives of your choosing to ensure success, which includes attending preliminary and pre-event meetings;
- Pay a one-time membership fee of \$5;
- Act as a team player in order to realize the goals of the organization;
- Ensure that Prisma is represented in a professional manner at all times.



PRISMA'S PORTFOLIO ROLES AND DESCRIPTIONS

HUMAN RESOURCES (HR)

In HR we keep the social culture of Prisma alive and ensure that everything is running smoothly. We plan all of Prisma's social events and workshops, as well as make sure that our members are getting involved as much as possible. We are also responsible for hiring General Members and Directors.

BUSINESS DEVELOPMENT AND OPERATIONS (BD)

BD is a high action portfolio that establishes partnerships with small businesses, start-ups, organizations, and post-secondary clubs. We also manage the day-to-day operations of handling project requests, delegation of tasks, ensuring client satisfaction, and more.

ACCOUNTING-FINANCE (ACCT-FI)

In acct-fi, we manage the club financial statements and oversees budgeting. Work with other portfolios to best manage club finances. We keep the team efficient and productive by consulting teams and creating spending budgets. We also identify cost saving strategies whenever necessary.

CORPORATE RELATIONS (CR)

As the CR team, we seek, create, and maintain relationships with companies that will potentially sponsor Prism Advertising. If you are interested in directly handling communications with real companies, you may enjoy the Corporate Relations Portfolio. CR also offers a great opportunity to establish connections within the business world.

MARKETING

Marketing is the heart and soul of the organization. We are a team of dedicated project managers, designers, photographers, and videographers working to make sure we create the best content we can for our clients. We also offer training for those interested in being a part of our team but have no previous experience!

COMMUNICATIONS

The Communications portfolio is in charge of all things social media. We manage the Facebook, Instagram, Twitter, YouTube, and LinkedIn accounts for Prisma. On top of that, we manage Prisma's WordPress website, and occasionally take on



social-media related client work. We are the brains behind the content creation for each of these platforms and strive to reach potential clientele and maintain Prisma's brand by pushing out fresh content each week!

If you have any questions about Prisma and its policies, please contact a Senior Executive member or the Director of Internal Engagement.

At Prisma, we believe in integrity and sincerity. If you want to make a difference in your learning environment and gain real-life experience, join our team! We are a fun, hard-working club, and we cannot wait to meet you.