

CASEiT

International
Undergraduate
MIS Case Competition



Recruitment Package

CASEIT 2021



About Caselt

Caselt is the world's premier international undergraduate management information systems business case competition.

Caselt is the world's premier international undergraduate MIS case competition hosted in collaboration with the SFU Beedie School of Business in Vancouver, Canada. Every year, Caselt brings together top business students and distinguished faculty members from around the globe, experienced industry professionals, and dedicated Simon Fraser University students to challenge the status quo, redefine the boundaries of business and technology, and build global connections. The competition week provides a rigorous platform that tests students' case analysis capabilities, challenges students to think creatively, and empowers them to present with confidence in front of esteemed industry professionals on an international stage.

This year we are excited to announce that Caselt 2021 will be a virtual competition. The Caselt Organizing Committee will also be organizing and executing the competition remotely in its transition to an online format. Being a part of this year's Organizing Committee will test students' skills through the challenges of working in a remote environment, ultimately providing a rewarding experience that prepares students for their future career.

Application Process

Complete the [Caselt 2021 Application](#) on our website. Applications must be received prior to the application deadline of 11:59 PM on Monday, September 28, 2020.

Applicants selected for an interview will be contacted by Thursday, October 1, 2020.

Interviews will take place online via Zoom and will be scheduled from October 3 - October 17.

Commitment Required

Director terms are from October 2020 to June 2021
Associate, Coordinator, & Team Host terms are from October 2020 to March 2021

Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM

Must attend Caselt 2021 Organizing Committee & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021

Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021

A large group of young adults, mostly of Asian descent, are gathered outdoors in front of a light-colored wooden plank wall. They are all dressed in business casual attire, including blazers, trousers, and skirts. Many are smiling and cheering, with their arms raised. Numerous red balloons are floating in the air above them, some held by the people. The overall atmosphere is festive and celebratory.

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Director of Web Development | 1 Position Available

As a full stack developer, this individual is passionate about leveraging modern web technology to build an efficient and aesthetic experience, adapting swiftly in the face of disaster to fix any issues that arise. Working closely with the Director of Design, they will be responsible for bringing design mockups to life from pixels to the browser as well as refactoring the current code base.

Commitment required:

- Term duration is from October 2020 to June 2021
- Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend regularly scheduled virtual meetings for the development of the website
- Must attend Caselt 2021 Organizing Committee, & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021
- Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but are not limited to:

- Maintenance and development of the codebase of Caselt and PIVOT's official website
- Work closely with the Directors of Design to optimize the UI/UX of the current site and implement new features
- Create experimental interactive experiences using web technologies
- Enforce proper software development practice, writing well-structured, and organised code
- Optimise current development workflow
- Document best practices and guidelines to ensure a smooth transition for future iterations of Caselt's website



Qualifications:

- Previous experience (personal project, course, etc.) with modern web development technologies such as HTML5, SCSS & JavaScript (ReactJS)
- Previous experience working with github
- Experience with or interest in learning development using a CMS (e.g. WordPress, Netlify CMS)
- Experience working with static site generators such as Hugo or Jekyll are preferred but not required.
- Passion for building an engaging interactive experience for a website

Successful completion of this role provides:

- Experience in leading the professional development of a website used by high-profile companies and internationally renowned schools, which can be clearly demonstrated to employers
- A portfolio that bolsters web development skills with modern development tools
- Proven ability to manage technological logistics to deliver a world-class-quality competition experience to an international audience
- Pride in being a part of the largest MIS international case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding the Director of Web Development role can be directed to the Vice-Chair of Marketing, Kyle Lee, at caseit@sfu.ca.

Pivot Coordinator | 3 Positions Available

PIVOT is a two day business case competition dedicated exclusively to local undergraduate students, challenging them to solve relevant issues within the community. The event aims to creatively connect problem-solvers from all backgrounds to come together in a day of collaboration, interaction, and engagement. The PIVOT Coordinators will assist the Project Manager in a variety of tasks to plan and execute this action-packed day. Each motivated and detail-oriented individual will be integral in ensuring an exceptional experience for our attendees and key stakeholders.

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend regularly scheduled virtual meetings with the Project Manager of PIVOT
- Must attend Caselt 2021 Executive Team, Organizing Committee, & Portfolio meetings (3-4 hours per week) from October 2020 to March 2021
- Must attend PIVOT 2021 Competition Dates of January 30, 2021 & February 6, 2021
- Must attend Caselt 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but are not limited to:

- Assisting the Project Manager of PIVOT with executing duties ranging from marketing, logistics, and corporate relations
- Collaborating with the PIVOT subteam to plan and execute elements of a two day comprehensive BTM case competition
- Foster and maintain relationships with various stakeholders as well as act as a point of contact representing PIVOT and Caselt 2021
- Preparing for PIVOT logistics training sessions

Additional responsibilities that you are accountable for executing during Caselt competition week:

- **Deliberation:** Assisting with all deliberation related tasks for the short and long cases, including case delivery and technical support.
- **Hospitality:** Monitoring attendee engagement, addressing mishaps in accordance with the risk and mitigation plan, or escalating appropriately.
- **Online Presentation Room:** Managing the case presentation room logistics, including the rules overview, timing presentations, and welcoming industry professional judges.
- **Case Presentations:** Ensuring that all teams are in the right place at the right time, presentation and slide decks are ready to go, and escalating time-sensitive issues.
- **Registration:** Managing an organized flow of information and welcoming competitors, coaches, sponsors, students, judges, and industry professionals to each Caselt event.
- **Sponsor Supervisor:** Identifying and interacting professionally with sponsors and industry professionals, ensuring all questions are answered, informational materials are provided, and requests are fulfilled.

Additional Qualifications:

- Strong verbal and written communication skills
- Event planning experience is an asset
- Ability to work independently and in a team
- Creative and motivated!

Successful completion of this role provides:

- Relevant experience in project management, communication, organization, and leadership skills
- The opportunity to work and network with professionals from Lower Mainland's leading technology firms
- Lasting connections with team members, student attendees, global competitors, and industry professionals
- Knowledge about case competitions and the Vancouver technology industry as a whole
- Pride in being a part of the largest MIS international case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding the PIVOT Coordinator position can be directed to the Project Manager of PIVOT, Henry Nguyen, at pivot_btm@sfu.ca.



Logistics & Events Coordinator I

1 Position Available

The Logistics & Events Coordinator will report to the Competition Execution Team, including the Vice-Chair of Competition Execution, Co-Directors of Logistics, and Director of Events, to assist in ensuring that the competition runs smoothly and the key logistical framework is accurate and timely. This individual is passionate about schedules, detail-oriented, exhibits a calm demeanor in the face of abrupt or unplanned challenges, and is excited to bring the Caselt 2021 vision to life!

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend Caselt 2021 Organizing Committee, & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021
- Option to attend regularly scheduled Competition Execution Team meetings
- Must attend additional Preparation Sessions (as required) with the Competition Execution Team
- Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but are not limited to:

- Assisting with the preparation for logistics training sessions
- Transcribing spreadsheet logistics into Google Calendar
- Assisting with the preparation and assembly of key case-related materials
- Preparing logistical and event materials to be used throughout the competition week
- Assisting with research and content creation for competition week events
- Consolidating competitor information and data
- Assisting with the sourcing and shipping logistics of hospitality-related components

Additional responsibilities that you are accountable for executing during Caselt competition week:

- **Online Platform Logistics:** Assisting with the delivery of content through the online platform, and addressing any technical difficulties.
- **Competition Week Events Logistics:** Ensuring the seamless delivery of various social, networking, and informative competition week events, delivered synchronously, asynchronously, and semi-synchronously.
- **Deliberation:** Assisting with all deliberation related tasks for the short and long cases, including case delivery and technical support.
- **Hospitality:** Monitoring attendee engagement, addressing mishaps in accordance with the risk and mitigation plan, or escalating appropriately.
- **Online Presentation Room:** Managing the case presentation room logistics, including the rules overview, timing presentations, and welcoming industry professional judges.

Additional Qualifications:

- Strong verbal and written communication skills
- Experience in organizing or competing in a case competition is an asset
- Intermediate knowledge of Excel
- Detail-oriented and a quick learner

Successful completion of this role provides:

- Demonstrated capabilities in effectively collaborating with a team, under high pressure
- Proven skills for managing change and communicating effectively with stakeholders
- Immersive understanding of event management and execution processes
- Lasting connections with team members, student attendees, global competitors, and industry professionals
- Pride in being a part of the largest international MIS case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding logistics can be directed to Jay Sim at caseit@sfu.ca.
Question regarding events can be directed to Ahmad Jaffer at caseit@sfu.ca.

Sponsorship Coordinator I

1 Position Available

The Sponsorship Coordinator is integral to securing the corporate interest, enthusiasm, monetary, and any other types of support necessary to turn the Organizing Committee's ideas into reality. This individual displays maturity and professionalism and thinks on their feet to craft persuasive messages that align with the unique needs of each corporate sponsor. Articulate, energetic, and approachable, they react with optimism and tact in the face of rejection while effectively representing and communicating the Caselt and Beedie School of Business brand and values. Lastly, this individual must also be willing to adapt to unfamiliar situations especially with the circumstances surrounding the COVID-19 pandemic.

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend regularly scheduled virtual meetings with the Co-Directors of Sponsorship
- Must attend Caselt 2021 Organizing Committee & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021
- Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but are not limited to:

- Managing in-kind sponsorship for both Caselt and PIVOT
- Researching potential in-kind sponsors
- Drafting personalized emails to prospective in-kind sponsors, while finding and highlighting the value Caselt will bring to their organization
- Arranging and facilitating phone calls and virtual meetings with prospective sponsors with the support of the Co-Directors of Sponsorship
- Maintaining sponsor relations and providing information once partnerships have been finalized
- Tracking and logging all major activities in our CRM system

Additional responsibilities that you are accountable for executing during Caselt competition week:

- **Deliberation:** Assisting with all deliberation related tasks for the short and long cases, including case delivery and technical support.
- **Hospitality:** Monitoring attendee engagement, addressing mishaps in accordance with the risk and mitigation plan, or escalating appropriately.
- **Online Presentation Room:** Managing the case presentation room logistics, including the rules overview, timing presentations, and welcoming industry professional judges.
- **Case Presentations:** Ensuring that all teams are in the right place at the right time, presentation and slide decks are ready to go, and escalating time-sensitive issues.
- **Sponsor Supervisor:** Identifying and interacting professionally with sponsors and industry professionals, ensuring all questions are answered, informational materials are provided, and requests are fulfilled.

Additional Qualifications:

- The ability to display and uphold a professional appearance
- The ability to maintain a positive attitude and focus on partner satisfaction in a fast-paced environment
- The ability to motivate oneself to accomplish given tasks
- The ability to adapt to unfamiliar situations
- The ability to demonstrate professional time management and organizational skills
- Previous sales or sponsorship experience is an asset, but not required
- Previous experience in formal business writing is an asset, but not required

Successful completion of this role provides:

- Experience establishing, maintaining, and fortifying corporate relations
- Experience working within a large, diverse, and passionate team
- Strengthened communication skills, both written and verbal
- Lasting connections with team members, student attendees, global competitors, and industry professionals
- Pride in being a part of the largest international MIS case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding the Sponsorship Coordinator position can be directed to the Co-Directors of Sponsorship, Vanessa Chau and Joaquin Zapata, at caseitp@sfu.ca.

Design Associate | 1 Position Available

The Design Associate is experienced with the art of transforming imaginative ideas and concepts into a cohesive, professional visual experience. This individual sees beauty in detail and is captivated by the opportunity to ensure that every line, word, and image is placed on competition materials with purpose. The Design Associate is comfortable with challenging the status quo, stimulating thoughtful discussion, and understanding that the “packaging” of the competition is equally as valuable and impactful as the competition itself.

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend CaseIT 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend regularly scheduled meetings with the Directors of Design
Option to attend regularly scheduled Marketing Team meetings
- Must attend CaseIT 2021 Organizing Committee & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021
- Attendance mandatory during CaseIT 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but not limited to:

- Proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- A portfolio or samples of past design work is encouraged
- Strong verbal and written communication skills
- Extremely detail-oriented
- Ability to work independently and in a team
- Excellent time management and organizational skills, with the ability to handle multiple projects concurrently and operate in a fast-paced environment
- Open-minded and able to learn from critique

Additional Qualifications and Skills:

- Assisting the Co-Directors of Design and executing duties as required by the Marketing Team
- Creating print and digital materials such as booklets, banners, and social media posts
- Assisting in designing professional documents that will be provided to external stakeholders
- Ideating new branding strategies and pitching creative ideas to enhance projects
- Asking questions and using feedback to improve visual assets

Successful completion of this role provides:

- A creative portfolio bolstered with content from a high-profile international event
- Demonstrated collaborative efforts in the creative development process with other team members
- Ability to effectively communicate branding through the use of visuals
- Develop ability to provide professional critique that is aligned with a marketing strategy and branding
- Develop strong organizational skills
- Lasting connections with team members, student attendees, global competitors, and industry professionals
- Pride in being a part of the largest MIS international case competition
- Pride in being a part of the team that transitioned and revamped CaseIT into a virtual case competition

Contact

Questions regarding the Design Associate role can be directed to the Co-Directors of Design, Amena Salman and Alvin Leung, at caseit@sfu.ca.



Media Associate I 2 Positions Available

The Media Associate is impeccably skilled at being in the right place at the right time to capture the competitive spirit, enthusiasm, and anticipation throughout the competition. This individual has a keen desire to see the world through a different lens, and takes a new and creative approach with each click of the shutter. A picture is worth a thousand words - therefore, the Media Associate plays an integral role in assisting the Director of Media in bringing the Caselt 2020 brand to life through both photography and videography.

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM
- Must attend regularly scheduled meetings with the Director of Media
Option to attend regularly scheduled Marketing Team meetings
- Must attend Caselt 2021 Organizing Committee & Portfolio Meetings (2-3 hours per week) from October 2020 to March 2021
- Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021.

Core responsibilities include, but not limited to:

- Assisting the Director of Media in the creation of photography and videography
- Ensuring competitors and other stakeholders are actively engaged in social media throughout the competition by collecting, editing, and posting competition images in a timely manner
- Ideating new branding strategies and pitching creative ideas to enhance projects
- Capturing behind the scenes content of the Organizing Committee, such as each individual team member and the ongoing process that the team takes to run a world-class competition



Additional Qualifications:

- Proficiency in Adobe Creative Suite (Illustrator, PremierePro, Photoshop, and After Effects)
- A portfolio or samples of past media work is encouraged
- Ability to work independently and in a team
- Excellent time management and organizational skills, with the ability to handle multiple projects concurrently and operate in a fast-paced environment
- A keen eye for detail and design aesthetics
- Experience with filming 360 Videos and VR is an asset

Successful completion of this role provides:

- A creative portfolio bolstered with content from a high-profile international event
- Demonstrated collaborative efforts in the creative development process with other team members
- Ability to effectively align an organization's branding in photography and videography
- Ability to provide professional critique that is aligned with a marketing strategy and branding
- Develop strong organizational skills
- Lasting connections with team members, student attendees, global competitors, and industry professionals
- Pride in being a part of the largest MIS international case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding the Media Associate role can be directed to the Director of Media, Cody Leung, at caseit@sfu.ca

Team Host | 16 Positions Available

Team Hosts stand on the frontlines of Caselt, ensuring that competing teams from around the world are well-equipped to tackle every aspect of the competition week. Using their positivity, charm, and quick-thinking, they understand the needs of competitors and remain organized under high-pressure situations. Each Team Host is highly perceptive and understands the importance of escalating issues when necessary. Team Hosts are also motivated by meeting new people, learning about different cultures, and engaging in a positive, thoughtful manner with competition stakeholders - ultimately building an exceptional impression of Caselt and the Beedie School of Business.

Commitment required:

- Term durations are from October 2020 to March 2021
- Must attend the Caselt 2021 Onboarding on October 24, 2020 from 11 AM - 2 PM.
- Must attend Caselt 2021 Team Host Session on November 21, 2020, from 11 AM - 1 PM
- Must attend Caselt 2021 OC Team Meetings (3 hours per week) from January - February 2021
- Attendance mandatory during Caselt 2021 Competition Week from February 14-19, 2021

Core responsibilities include, but are not limited to:

- Managing the overall competition experience for one of the competing universities at Caselt, including keeping competitors engaged in a virtual format.
- Ensuring your university team is well-equipped to tackle all aspects of the competition week, by completing tasks such as: accurately communicating competition rules and instructing teams on accessing different events in an online environment
- Communicating effectively with your university team prior to competition week to deliver and collect important information

Additional responsibilities include, but are not limited to:

- Supporting your competing university through the emotional roller coaster of the Caselt competition week, by encouraging, reassuring, and celebrating with the competitors and coach
- Celebrating the achievements of all competing teams throughout the Caselt competition week, and acting in a professional manner as an ambassador of Beedie
- Leveraging your dedication and enthusiasm for Caselt to create a memorable Caselt experience through meaningful interactions with competitors and coaches



Additional Qualifications:

- Strong communication and interpersonal skills in team environments
- Ability to speak languages other than English is an asset, but not required
- Dedication, commitment, and a positive attitude!
- Ability to work at potentially late hours during competition week is an asset

Successful completion of this role provides:

- Improved communication, organization, and leadership skills
- Build lasting connections with team members, student attendees, global competitors, and industry professionals
- Develop a deeper understanding of what we do at Caselt and how our competition comes together
- Pride in being a part of the largest MIS international case competition
- Pride in being a part of the team that transitioned and revamped Caselt into a virtual case competition

Contact

Questions regarding the Team Host position can be directed to the Director of University Relations, Donovan Arseneault, at caseit@sfu.ca.

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