



2015 - 2016
PUBLIC RELATIONS

Dear Applicant,

Hello and welcome to the application for the McGill Hong Kong Student Network's (HKSAN) VP Public Relations position for the 2015-2016 academic year; your interest in applying to be an executive on our team is greatly appreciated, thank you! The Hong Kong Student Network is an official SSMU student-run club, officially founded in 2006. HKSAN remains as one of the foremost cultural organizations on campus – attracting diverse members of the McGill community, reflective of the dynamics of Hong Kong, a city many of us call home. HKSAN organizes a series of social events, including but not limited to: food outings, singing competitions, cultural festivities, and collaborations with other Asian student organizations in Montreal. Such events require a high degree of coordination when communicating with potential collaborators, members, and the general public, all of which falls under the reign of the Vice President Public Relations.

The VP Public Relations is HKSAN's voice to the student body. General and petty questions from members about our club will be up to him/her to answer, or to direct to the appropriate executives. He/she will represent HKSAN using a variety of social media tools to build HKSAN's brand image, encourage public awareness, and generate a connection with our members through effective promotional strategies. To ensure that his/her marketing is of a coherent and consistent HKSAN brand, VP Public Relations will work closely with the Creative Director, as well as attend the first couple of meetings for each event planning team. He/she will be heavily involved in marketing management, from coming up with overarching strategies down to brainstorming specific details such as event names. The ideal candidate is creative, has a strong marketing mindset, and can bring forth new ideas and techniques.

It is important to note that a position on the executive team is a substantial time commitment throughout the school year, including the summer. The position comes with serious responsibilities including: mandatory attendance to all HKSAN executive meetings and events organized by HKSAN, aside from the duties of a VP Public Relations. Therefore taking on the position as a VP Public Relations will require strong time management skills, as such time commitment in addition to a full university workload can be difficult to balance, and has required sacrifices in the past. If you are prepared to make this commitment, you will quickly discover that the opportunities that result from your involvement with the executive team will be well worth the effort and that the experience is truly rewarding.

Should you have any questions or inquiries about HKSAN, the roles of a VP Public Relations, the application process or other opportunities to participate in HKSAN, please do not hesitate to contact us at mcgillhksn@gmail.com. Thank you for taking the time to submit your application. We wish you all the best and look forward to working with you in some capacity over the next academic year!

Sincerely,

Jency Zhen and Jeremy Lee

Co-Presidents, HKSAN 2015-2016

