



2015 - 2016
VP EXTERNAL

Dear Applicant,

Hello and welcome to the application for the McGill Hong Kong Student Network's (HKSAN) Vice President External position for the 2015-2016 academic year; your interest in applying to be an executive on our team is greatly appreciated!

The Hong Kong Student Network is an official SSMU student-run club, founded in 2006. HKSAN remains as one of the foremost cultural organizations on campus - attracting a rich diversity of members within and around 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 student organizations in Montreal. The VP External manages HKSAN's brand image to external organizations. He/She is also responsible for building and fostering strategic relationships and identifying potential partnerships to improve our external impact.

The VP External's primary roles consist of reaching out to the off-campus community and contacting selected companies to discuss various partnership and sponsorship opportunities with HKSAN. This includes actively designing, developing, and executing strategic and cohesive sponsorship materials to communicate HKSAN's mission and productions. He/She will always display professionalism when communicating with external organizations to prove the credibility of HKSAN. In addition, he/she should be capable of negotiating with potential sponsors to strike a balance between benefits of both parties. The VP External should have strong communication, leadership, and interpersonal skills.

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 Vice President External. Therefore, taking on the position as a VP External will require strong time management skills, for a commitment to HKSAN 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 Vice President External, 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

