

CREATIVE DIRECTOR



Dear Applicant,

Hello and welcome to the application for the McGill Hong Kong Student Network's (HKSAN) Creative Director 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 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 various social events throughout the year, including but not limited to: food outings, singing competitions, cultural festivities, and collaborations with other Asian student organizations in Montreal. If you see yourself as a hardworking and creative individual seeking to make a significant cultural, social, and charitable impact in the McGill community, then HKSAN is the perfect opportunity for you.

HKSAN organizes several events that require numerous promotional and marketing efforts – most of which are visual. As such, the Creative Director takes on the responsibility of visually representing HKSAN in artistic and innovative ways. The Creative Director's main role is to design promotional materials and help to plan campaigns for all of HKSAN's events. Examples may include print material, social media aids, and photographic content. In addition, the Creative Director will work to carry out the unique brand. An eye for design, a marketing-oriented mindset, and familiarity with graphic design software (Adobe Photoshop, Illustrator, InDesign) are preferable assets for the position of a Creative Director. Possession of a professional camera (DSLR) and some knowledge of photography are also highly recommended. The position requires a substantial volume of creativity and regular production of materials, and thus the workload is best split between 2 people. The seniority will be based on experience and commitment level.

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 Creative Director. Therefore, taking on the position as a Creative Director 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 role of a Creative Director, the application process or other opportunities to participate in HKSAN, please do not hesitate to contact us at mcgillhksan@gmail.com. Please fill out the supplemental application below in a separate word document and attach it, along with all supplementary materials, onto the application form **by 11:59 pm on Thursday, October 1st, 2015. Interviews will take place the weekend of October 3rd and 4th.** Thank you for taking the time to submit your application. We wish you all the best and look forward to meeting you during our interviews!

Sincerely,

Jency Zhen and Jeremy Lee
Co-Presidents, HKSAN 2015-2016

Basic Information:

Full Name:

E-mail:

Faculty & Major:

Year:

Phone Number:

Additional Questions:

Please answer the following questions on a separate page. These questions are intended solely for the purpose of understanding more about you as a potential candidate as a Creative Director. (There is no word count, just use your best judgment.)

- I. Briefly outline any previous experience or involvement in activities, another student-run club, or another related activity that may give a clearer profile of you and your related strengths. In addition, please describe any assets that you may bring to the executive team and the value they might have.
- II. Describe a situation where you were presented with challenging circumstances in the recent past. How were you able to confront the challenge?
- III. Outline your reason(s) for selecting the Creative Director position. What prior experiences make you confident in fulfilling the requirements of this position and make you stand out as a candidate?

Please Include:

- I. an updated CV/Resume
- II. a .zip/.rar file of your updated Portfolio
- III. a .zip/.rar file containing minimum of 3 images of various marketing ads/campaigns from diverse fields, that you believe to have artistic and marketable credibility (i.e., is not your own work)