



Executive Position Descriptions

14th S@S

Application Submission Deadline 24th August 2012

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Job Title: S@S Events Executive

Department: S@S Events Department

Job Objective: The S@S Events Executive is responsible for organizing all S@S events by assisting the Events director in the conceptualization, planning and execution of the event that helps achieve S@S objectives. Conceptualization includes formulating the theme for the event, planning includes the detailed preparation before the event and execution includes supervising the S@S team for the successful execution of the event.

Departmental Relationships:

- The Events Department interacts with the Sponsorship Departments to ensure sponsor content is delivered appropriately.
- It also interacts with the Competition Department at events to ensure that competition procedures are smoothly integrated into the running of the event.
- It interacts with the Marketing Department to ensure that events are marketed and publicized in an accurate and timely manner.
- It interacts with the PR department to acquire speaker and guest contacts for events.

Roles:

- The Events Executive should assist the Events Director in every aspect and detail that ensures a successful event - including but not limited to the creation of a program outline, allocation of manpower, delivery of logistics, setting up of venue and IT platforms and overall execution of programme.

Job Specifications:

- A team-player with the ability to coordinate tasks between his teammates to ensure smooth running of the event.
- Good communication skills, both verbal and written, to collaborate with external parties while organizing events.
- Highly committed and motivated in fulfilling tasks assigned.
- Ability to establish and adhere to deadlines.
- Good situational awareness and ability to think-on-the-feet to solve urgent and unexpected issues during the event.
- Ability to conceive events that are in line with S@S objectives would be a plus.

Job Title: S@S Competition Executive

Department: S@S Competition Department

Job Objective: The Competition Department is the competition management wing of Start-Up@Singapore. The Competition Executive assists the Competition Director in planning all affairs relating to participants, judges, mentors and the entire competition process of S@S.

Departmental Relationships:

- The Competition Department interacts with the Events, Sponsorship and IT Departments of S@S to ensure smooth delivery of information to intended recipients.
- It also interacts with all the Judges, Mentors, Guests and Participants.

Roles:

- The Competition executive will assist the Competition Director in planning any and all competition aspect of S@S as well as the entire S@S main competition.
- Maintaining the judging and competition information kit for judges and participants.
- Ensure a fair and transparent competition.
- Judges and Mentors acquisition and management for various stages of the competition.
- Helping out in any ad-hoc event that comes along.

Job Specifications:

- High commitment level required.
- A good team player and excellent leader.
- Good communication and interpersonal skills.

Job Title: S@S Marketing Executive

Department: S@S Marketing Department

Job Objective: The Marketing Executive will assist the Marketing Direction in executing the marketing campaign for S@S by employing and developing various methods to publicize and garner participation for S@S events.

Departmental Relationships:

- The Marketing Department interacts with the Events department to ensure marketing campaigns begin on time.
- It also works closely with the PR department for branding of Start-Up@Singapore.
- Liaising with the Sponsorship Department to ensure delivery of sponsorship content on marketing materials.
- It also interacts with prospective participants through the various outreach efforts within and outside NUS.
- To collaborate with external parties (schools, tertiary institutions, entrepreneurship Websites) so as to reach out to key target audiences.

Roles:

- To assist in each stage of the marketing campaign
- To design marketing campaigns with innovative marketing techniques and minimal costs.
- To have a clear idea of the dynamics of the various groups of people we seek to reach out to, and how best to convey our message to them.
- To collaborate with other departments to provide marketing support of the activities that they organize.
- To prepare all marketing collaterals needed for all events. (e.g. standees, banners, programme booklets etc.)
- To help out in any ad-hoc event that comes along.

Job Specifications:

- Creative vision.
- A good team player and leader.
- High level of commitment & Strong initiative.
- Prior marketing experience would be a plus.
- Designing skills preferred.

Job Title: S@S Sponsorship Executive

Department: S@S Sponsorship Department

Job Objective: The Sponsorship Executive is responsible for identifying and acquiring sponsorship for funding, resources and services to run the S@S competition. The executive also assists the sponsorship director in the management of all sponsor relations, ensures the fulfillment of sponsor agreements and maintains a critical path for sponsor relations throughout the scope of the competition.

Departmental Relationships:

- The Sponsorship Department interacts with IT department to ensure delivery of sponsorship content on the S@S website.
- It also interacts with Events department, to make sure that the publicity and outreach efforts for sponsors are integrated throughout all events held.
- Works with Marketing department to ensure delivery of sponsorship content for marketing materials and efforts.
- Work with Public Relations department to ensure appropriate credibility to sponsors during Press and Media outreach.
- Works with the Competition department to ensure that all sponsorship agreements with respect to the competition aspect is passed on to the competition department.

Roles:

- Assist the Sponsorship Directors in securing potential and existing S@S sponsors.
- Maintain sponsor database and ensure all sponsors and partners are tracked and recognized appropriately.
- Forge long-term relationships with sponsors & partners by managing sponsor/partner relations effectively.
- Helping out in any ad-hoc event that comes along.

Job Specifications:

- High level of commitment.
- Able to grasp broad concepts quickly and articulate vision and role of S@S to potential sponsors and partners.
- Ability to deal with and identify priorities consistent with S@S goals.
- Capacity to coordinate dissemination of information between internal departments and external sponsors and partners.
- Ability to meet deadlines and deliver on business agreements.
- Strong written skills, especially in crafting compelling sponsorship presentations and proposals.
- Strong oral communication skills and ability to build collaborative relationships across all stakeholders.
- Outgoing, team player with a good sense of camaraderie and strong interpersonal skills.

Job title: S@S Public Relations Executive

Department: S@S Public Relations Department

Job objective: The Public Relations Executive is to assist the Public Relations Director in creating a healthy, positive and prestigious public image of S@S as an organization and maintain cordial ties with all stakeholders (media, general public, students, speakers, mentors, past participants & winners etc.) for the development of the organization.

Departmental Relationships:

- Interacts with all departments to keep updated on the affairs of the organization as well as its stakeholders.
- Establishment of strong relationships with guest speakers, media, the public & other stakeholders is primary.

Roles:

- Writing of Press Releases & Media Invitations.
- Maintaining cordial relationships with media partners (news outlets, online media outlets, entrepreneurship blogs etc).
- Preparation of Press Kits.
- To write in-house articles to generate additional coverage for S@S events, participants and the competition in general.
- Responsible for liaising with speakers and mentors for events.
- Conduct in-depth interviews with important guests and speakers.
- Networking at internal and external events to obtain contacts for future use.
- Management of Social Media Channels & Website (queries & content)
- Helping out in any ad-hoc event that comes along.

Job specification:

- Good people, communication, as well as writing skills are a must.
- Ability to consolidate information and showcase it in creative ways.
- The ability to think on your feet will be a big plus.
- Passion for networking and finding new avenues for collaboration.
- A motivated and committed spirit.

Job Title: S@S Design Executive

Department: S@S Marketing

Job Objective: Through creative and groundbreaking designs of various media (printed & online), the team aims to market and establish the Start-up @ Singapore brand as a compelling, elite-class business plan competition like no other.

Departmental Relationships:

- The designer will work closely with the marketing/PR department to establish and strengthen the S@S image as the best business plan competition through professional looking designs.

Roles:

- Design of various marketing collaterals (posters, banners, booklets, online banners, websites, flash videos, etc.)

Job Specifications:

- Proficiency in Photoshop, Flash, illustrator (any of them) is a must.
- Prior skills in designing preferred (a design portfolio will provide added advantage).
- Creative vision.
- Interest in design.