

**Executive Position Descriptions**

**14th S@S**

**Application Submission Deadline 24th August 2012**

Website: [www.startup.org.sg](http://www.startup.org.sg/)

E-mail: [tm@startup.org.sg](mailto:tm@startup.org.sg)

Facebook: <http://www.facebook.com/startupsg>

Twitter: <http://twitter.com/#!/startupsg>

**Organised by:**  **Supported by:**



**Contents**

1. **Events Executive 3**
2. **Competition Executive 4**
3. **Marketing Executive 5**
4. **Sponsorship Executive 6**
5. **Public Relations Executive 7**
6. **Design Executive 8**

**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 Creative Executive

**Department:** S@S Creative Department

**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 creative executive 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.)
* In-charge of various productions (video e.g. interviews with notable entrepreneurs etc.) to enhance the S@S marketing campaigns.
* Conceptualizing, planning and executing the productions of S@S promotional videos.

**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).
* Working knowledge of any sort of video making software ranging from basic Windows Movie maker and iMovie to Adobe After Effects and Final Cut Pro.
* Creative vision.
* Ability to think out of the box