2017 POSITION DESCRIPTION
AUTO SHOW STUDENT COMMITTEE MEMBER

Student Director Committee positions currently available for the 2017 Georgian Auto Show - June 2 – 4, 2017.

Student Directors are leadership positions held by ABSC students for the 2017 Georgian Auto Show. Directors work to engage students, exhibitors and suppliers in meaningful pursuits, while supporting the programming interests and advocacy platforms of the Automotive Business School of Canada and Auto Show Advisory Committee.

As resource providers, event planners, program developers, and creative designers; Student Directors contribute immensely to the overall student experience at Georgian College. The Auto Show Mentor Committee strives to develop its Student Directors into high performing leaders through ongoing job-training and professional development. Student Directors are paid positions from **September 25, 2016 – June 17, 2017** (38 weeks/19 pay periods). Holding a Student Director position does require a fixed time commitment, but hours are flexible depending on academic duties (not including setup days, Auto Show, tear down).

Please note this position qualifies for a Co-Curricular Record approved by the Auto Show Student Manager **or** a co-op placement if approved jointly by your Program Coordinator and Co-operative Education Consultant.

Position: Student Director – Customer Experience
Reports to: Auto Show Advisor

Position Summary
Working with your Auto Show Mentor, the incumbent is responsible for the co-ordination of show and community events. The incumbent sources and organizes the show events including live auction, show & shine and Pfaff Porsche race track; as well as being responsible for representing the Auto Show at community events. The incumbent will be responsible for the culinary village. The incumbent is also responsible for a division of automotive manufacturers.

Wages:
Currently under review.

Specific Responsibilities
The incumbent:

- In conjunction with the rest of the student committee, track all communication with the automotive manufacturers, exhibitor companies and ensures necessary information is accounted for and updated (i.e. contact information, exhibit space requirements, phone/fax/e-mail information, exhibitor company contact).
- Contacts manufacturers to update contact information and exhibit space requirements
- Co-ordinates the activities for the Kid Zone including manufacturer participation (packaging of activities, determining sponsorship price), volunteers, and arranging for Kid Zone suppliers
- Working with the Auto Show Student Director – Site Management and Logistics, using the previous year's site plan, organizes the layout for special events
- Co-ordinate the Culinary Village with the Georgian College Culinary department, coordinating site/electrical requirements; organizes the layout in conjunction with JJL Events and arranges for tent and picnic tables
- Work with RAP Program to develop, facilitate and review 2016 Georgian Auto Show Survey
- Co-ordinates community promotion for the Auto Show by organizing participation in targeted special events (i.e. Winterfest, Motorama, Wasaga Beach Corvette Club, Elmvale Maple Syrup Festival, and Classic Car Clubs). This involves the compilation of a list of activities and a critical path indicating dates and assigned committee attendance
- In conjunction with the Special Events Team, co-ordinates auction of automobile-related memorabilia. Meets with auctioneer Barb Richards to set auction goals and priorities
- Co-ordinates Show and Shine

- Co-ordinate lead capture initiatives including manufacturer leads and heat mapping
- Contributes to team point calculation during auto show weekend
- Send out thank you letters and highlights of the show to all contacts within 1 week following the show
- In conjunction with the other student directors, ensure the office is cleaned
- Participate in community presentations and other events to promote the show
- Prepare final report and presentation

Qualifications:

- Academic standing of 65% overall average, and **NO CO-OP OR COURSE FAILURES**
  (check with your program co-ordinator if you require clarification)
- Demonstrated ability and strong desire to work as a team member
- Commitment to auto show duties until completion of contract
- Willing to accept and complete pre-show and "team" responsibilities upon selection
- Prior experience as an auto show captain or co-captain would be an asset
- Must commit to auto show duties and responsibilities from September 25, 2016 – June 17, 2017.

Skills Required:

- Ability to coordinate and initiate events in a timely and organized manner
- Demonstrated excellent written and oral communication skills
- Demonstrated ability to multi-task and set priorities
- Leadership
- Creativity
- Self-motivation
- Problem-solving
- Bilingualism an asset

Time Commitment:

Expected time commitment for the position will vary over the term:

- Average time commitment: 10-15 hours per week
- The expected time commitment in the week leading up to the event, week of the event and week after the event will be 15-20 hours per week
- The Auto Show Weekend time commitment expected is from 7am – 7pm daily (including setup days, auto show days, tear down day)
- The Student Director shall participate in the transition of responsibilities with their successor in the first month of the new student director term
- Must attend all scheduled meetings and auto show related events throughout your paid employment
- This role will be made priority over all other employment commitments to ensure full participation with all auto show duties and responsibilities