

PORTFOLIO DESCRIPTION

CORPORATE RELATIONS

This portfolio is responsible for creating, maintaining and building partnerships and relationships with AIESEC's corporate stakeholders, and for the successful delivery of our core program of exchange. Through excellent sales and intern placement activities, ICX is able to ensure a high number of quality exchanges for the Local Committee.

This portfolio is responsible for:

- Researching the external environment and market to determine potential partners.
- Building a sales strategy that incorporates accurate information for the purpose of creating highly engaging partnerships
- Meeting with potential clients to promote the exchange program as a solution to their HR needs.
- Working together with External Relations to ensure that partners are recognized and receive benefits from their relationship with AIESEC.
- Consulting and updating Salesforce.
- Participating in AIESEC Canada's sales activities and programs
- Effective servicing of current partners to increase resign rates (preparation, evaluations, etc), and restoring relationships with past customers to increase resign rate.
- Understanding and applying AIESEC global exchange trends and AIESEC's online matching system, Insight XP
- Matching exchange accounts within the expected timeframe presented to TNs
- Conducting company and intern evaluation questionnaires, and following up on any problems that arise with either companies or interns

CORPORATE RELATIONS

POSITION:	Sales Associate
# OF POSITIONS:	3
DURATION:	1 year
ACCOUNTABLE TO:	Vice President of Incoming Exchange

DESCRIPTION AND DELIVERABLES:

This position focuses on researching and targeting business institutions with the ultimate goal of raising internships and garnering financial or non-financial support (e.g. key-note speakers) for York. This position also involves matching placements with an intern. You will work closely with externals to determine the best ways to service the company and the intern.

Responsibilities:

- The marketing cycle of research, sales and tracking
 - To initiate partnerships via prospecting (i.e. cold calling & networking) with profit/non-profit organizations in the GTA
 - Meet with potential clients to promote the exchange program and promote a non- financial donation to AIESEC
 - Ensure that all our partners are recognized and receive benefits from their relationship with AIESEC
 - Consult and update Salesforce and AIESEC's Insight XP system
 - Attend weekly portfolio meetings (with weekly activity updates) and monthly GAs
 - Match signed Job Questionnaires (JQ)
 - Complete expectation setting with the intern
 - Liaise with TN representative to ensure satisfaction and quality - pre, mid, and post internship evaluations, within a pre-determined timeframe
 - Responsible for either personally taking the intern to their first day of work
 - Personally present the company with an information session on culture shock and the cultural attributes of the incoming intern
 - Provide mediation between companies and interns and be there to answer any questions, comments and concerns that may arise
 - Correspond with intern before their arrival to answer any questions they may have and determine logistical issues
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- Successful and timely servicing of both the intern and the company
 - 2 TNs raised by the end of the term
 - Attend 1 networking event each month
 - Attend 2 marketing calls each month
 - Research, prospect, and contact 20 companies each month

MEASURE OF SUCCESS:

TIME

COMMITMENT: 4-6 hours/week

SKILLS REQUIRED:

- Strong communication skills
- An ability to recognize problems/needs and offer an effective solution
- Customer- relationship management skills
- Strong organizational/time management skills an asset
- Ability to take initiative and work independently
- A sincere desire to learn and a positive attitude

Preferred: Previous experience in sales, telemarketing, and cold calling

COMPETENCIES

GAINED:

- Self Awareness
- Personal Effectiveness
- Resilience
- Awareness of Others
- Inclusiveness
- Effective Communication
- Developing Others
- Stakeholder Focus
- Flexible Thinking
- Commitment to Results

PERSONAL

OPPORTUNITIES:

- Enhance professional sales and communication skills
- Build contacts with the business community
- Meet substantial individuals within York, Canada, and potentially the World
- Time management and organizational skills