

Officer of Corporate Relations

ALL EXECUTIVE OFFICERS

- (a) The authority of BASA shall be delegated to the BASA Executive (see below).
- (b) The Executive Officers are authorized to represent and act on behalf of BASA as per procedures set forth in this document.
- (c) The Executive Officers may delegate authority to other individuals to serve as needed.
- (d) When taking on the role of an Executive Member of BASA the individual is also taking on the role of being an Ambassador of BASA, The Business & Administration Department, The Faculty of Business & Economics and the University of Winnipeg. Their behaviour as a result should have a positive reflection towards all the previously mentioned parties.
- (e) It is important that the Executive Officers be able to communicate fluently in the English language. Any other languages that the Executive Officers can effectively communicate in will be considered an asset to the BASA Executive.

OFFICER OF CORPORATE RELATIONS

IN ORDER TO HOLD THE POSITION OF OFFICER OF CORPORATE RELATIONS THE INDIVIDUAL MUST BE IN HIS/HER THIRD OR FOURTH YEAR OF COMPLETION OF HIS/HER BACHELOR OF BUSINESS ADMINISTRATION DEGREE OR COMPLETED INTRODUCTION TO BUSINESS II AND FINANCIAL ACCOUNTING AND HAS A MINIMUM OF ONE YEAR EXPERIENCE WITH BASA AS AN ASSOCIATE OFFICER.

The Officer of Corporate Relations shall be BASA Inc.'s representative and liaison to the business community at large. The main role of the Officer of Corporations is obtaining and maintaining sponsors for BASA Inc. Any contact that is established with BASA Inc.'s Corporate Partners may be through telephone, email, and fax or in person meetings. Other duties and responsibilities of the Officer of Communications may include but are not inclusive to:

- (a) The Officer of Corporate Relations is responsible for drafting the content of the Corporate Sponsorship Package.
- (b) The Officer of Corporate Relations will work with the Officer of Marketing on the design elements of the Corporate Sponsorship.
- (c) The Officer of Corporate Relations is charge with submitting a completed draft (including both content and design) of the Corporate Sponsorship Package to the Executive for approval prior to July 14th each year. This does not preclude any other Executive from aiding in the creation of the Sponsorship Package as determined by the Executive.
- (d) The Officer of Corporate Relations in conjunction with the Officer of Marketing is responsible for ensuring all events, services, and actions in general conform with BASA Inc.'s obligations to corporate sponsors as it pertains to said sponsorship, and more generally positive relationship building
- (e) The Officer of Corporate Relations will work with the Officer of Information Technology by providing the information regarding external job postings, volunteer opportunities and so forth, so that it may be posted on BASA Inc.'s website.
- (f) The Officer of Corporate Relations is responsible for maintaining continuous contact with secured and interested sponsors throughout the entire duration of their contract with BASA Inc. This includes but is not limited to:
 - i. Ensuring that the sponsors have a consistent and reliable contact that they can forward any career/job opportunities to.
 - ii. Ensuring that the Officer of Communications receives all information that sponsors request to be passed along to the membership.
 - iii. Ensuring the sponsors logos are received and displayed properly in accordance with the sponsorship agreement.
 - iv. Ensuring the sponsors receive all pertinent information regarding BASA Inc. and any Event related information that the sponsor is involved in.
 - v. Following up with sponsors and other businesses within the community when contacted at any time to ensure that all needs/requests are met within reason.