



FALL 2020 - SPRING 2021

EXECUTIVE OFFICER APPLICATION

Please read the descriptions of all the officers before applying. The descriptions on the following page are a rough overview of the responsibilities of each officer, but are not limited to the following.

It is important to note that each position has specific weekly duties, but being a part of the ASUBOF executive board is a continuous team effort. Each board member must be able to work independently AND collaborate with a team. Being a part of ASUBOF means weekly contributions and involvement. Working on the executive board not only gives you amazing leadership experience, but it is a place where you can share your creative ideas and help transform the club further.

Council positions are also available, both as a direct position and as an offer to applicants who are not offered a position as an executive officer.

The applications (along with a PDF version of your resume) are due to Danielle Gadus at businessoffashionasu@gmail.com Tuesday, April 8th at 11:59PM. – Let her know if you have any questions beforehand. Applications should be filled out and downloaded as a PDF file.

OFFICER POSITIONS

President

- The President of ASU BOF acts as the “face and name” of the club. This is the position for you if you are professional, outgoing, organized, and able to balance school and extracurricular activities. No matter the case, you must be willing to stay in connection with W.P. Carey by attending President Meetings and staying involved with I-Week. This position must be filled by someone with at least 2 semester's worth of exec experience. Other duties include, but are not limited to:
- Oversee all officers (including administration of any praise or discipline) run officer exec meetings (first 10 minutes of overall exec meetings) and send weekly to-do lists to officers
- Lead the creation of the club meeting schedule
- Lead the actual weekly BOF meetings (including intro slideshow/prezi)
- Run the presidential BOF email account and delegate tasks and events to officers
- Co-Responsible for updating BOF constitution or any BOF resources (funding guide, networking master list, weekly sign in, etc.)
- Primary liaison between guest speakers and the club
- Must attend BSC President meetings in the summer and throughout the year
- In charge of reaching out to regular members who have been noticeably absent or involved using weekly sign ins

Vice President

- Act as President's right hand human and interim President if needed
- Attend President meetings with the president .
- Co-Responsible for updating BOF constitution or any BOF resources (funding guide, networking master list, weekly sign in, etc.)
- President of the Council/Speaker of the House; in charge of overseeing operations of council, and guiding council members (including any necessary discipline or praise)
- Leads Exec Council Meetings (last 50 mins of exec)
- Send weekly updates to council and communicate all council operations with president and exec

Brand Director

- *Leads creative direction & maintaining brand identity*
- Responsible for all social media accounts (Instagram and SunDevilSync)
 - Following members back, responding to DM's, staying on brand in posts, etc.
- Create weekly Instagram posts (should be planning ahead with planoly) to update members about upcoming meetings
 - 4 times a week on average (one post is committee member content)
 - Also intermixing interesting current business of fashion news and local events
- In charge of flyers and social media campaigns for each event and meeting
- Share #bofspotlight pictures of members on social media
- Share Blog Postings on Instagram Story

- Work with curating BOF merchandising and t-shirt designs

Outreach Director/Public Relations

- Seek out opportunities for collaboration with other campus organizations, businesses, local/national industry professionals and charities
- Responsible for Phoenix Fashion Week relationship including ticket perks and events
- Leader of spreading marketing materials throughout ASU, maintaining awareness of regulations regarding signage
- In charge of updating website material including copy (outside of blog), photos, and pertinent announcements
- Primary liaison between guest speakers and the club
- Promote creation of blog posts and then approve submitted blog posts on website bi-weekly, can be anyone in the club or industry
- Also ensure member highlight blog posts are written once a month
- Send weekly email updates with upcoming events and internship information: get creative!
- In charge of researching and providing students with internship/career opportunities in weekly email updates
- Responsible for sending event information and announcements to all applicable ASU newsletters (HIDA, WPC, etc.)

Operations Director

- In charge of funding – BSC and USG appropriations for Fall and Spring semesters
- In charge of collecting and detailing members dues (paypal and google sheets)
- Responsible for booking meeting and event rooms or locations
- Get parking validation for guest speakers and pickup in the Leader's Academy
- In charge of member sign-ups at I-Week, Passport and throughout the semester
- Confirm that guest speakers are booked for meetings
- In charge of weekly member sign in at general meetings
- In charge of weekly council sign in at council/exec meetings

Events Director

- Oversee catering, giveaways, and sponsorships for events
- Brainstorm fundraising events and tentpole semester events (In charge of annual Networking event, Sustainability Night, Launch events, and members only photoshoots)
- Point of contact with the Memorial Union services when booking within M.U.
- Must maintain contact with vendors, caterers, event locations, etc. as needed until the event is over, answering event emails
- Point of contact to discuss local events i.e. socials, community service, photoshoots, and fashion shows.
- Responsible for Attending Monthly FABRIC event committee meetings and sharing notes with rest of exec

BOF Executive Council

COUNCIL MEMBERS

- Works hand in hand with all exec positions to help the club operate smoothly and successfully!
- Get to work under each exec title for that position's committee, opportunity to have hand in anything that title oversees
- Also able to work under different exec umbrellas over the course of the semester, get to be a "BOF of all trades"
- Assists in event setup and take down, alongside exec
- Must attend all general and council meetings
- Must attend all BOF events
- Members are responsible for story takeovers
- Take pictures at events and meetings
- Submit Blog Posts

APPLICATION

PLEASE ATTACH A PDF VERSION OF YOUR RESUME ALONG WITH THE COMPLETED FORM

ABOUT YOU

Name:

Email:

Phone number:

Social media handle (optional):

Major(s)/Minor(s):

Graduation month/year:

Other ASU involvement:

Outside ASU commitments (job, blog, etc.):

APPLICATION QUESTIONS

Why did you join BOF? (3-5 sentences)

What position are you applying for? Second position of interest? Third? (If applicable)

Why do you want this position? (3-5 sentences)

What are your qualifications for this position?

What ideas or plans do you have for this position next year? Give at least 3.

Three ways BOF can improve next year:

Favorite part/things about BOF that should continue next year: