***Fordham Marketing Association***

Fall 2012-Spring 2013 E-Board Application

**Reasons to apply:**

* Gain leadership and marketing industry experience
* Network with alumni, faculty, fellow students, & AMA personnel
* Get invaluable face time with company recruiters
* Desire to commit time and energy to an award-winning AMA chapter

**What we do:**

* *Networking & Professional Development:* Build career skills through hands-on experience, interact with marketing heavy-hitters to learn how they got their dream job & how you can too! Also learn the secrets of resumes & cover letters that *really* stand out.
* *Community Service*: Build sense of community between Fordham and Bronx organizations, as well as participate in AMASavesLives to promote organ donation.
* *AMA International Collegiate Conference:* Travel to New Orleans to compete for awards & prizes against other marketing clubs from around the world ***(last year we won First Place!)***
* The rest is up to you! ***You never know*** who you might meet, what you might learn, or what our club has to offer until you join us!

***Interested in being a member next year?***

We will also be accepting new club members in Fall 2012. So if being an officer isn’t for you, no worries! Email fordhammarketingassociation@gmail.com with the subject “FMA 2012-2013” to join our mailing list.

We look forward to reading all your applications!

**See you in the Fall,**

***Jenn & Christie***

***FMA Presidents, 2011-2012***

**Positions:**

**VP of Advertising**

* Design all print & online advertising materials in Photoshop
* Get print advertisement approval
* Post print advertisements
* Maintain awareness of Fordham advertisement policy
* Design Chapter Plan and Annual Report

**VP of Community Service**

* Design AMASavesLives programs supporting organ donation
* Responsible for Fordham and Bronx community outreach
* Coordinate all charity events

**VP of Professional Development**

* Secure all speaking engagements
* Collaborate with Career Services and Fordham faculty in events
* Establish and maintain relationships with Fordham Marketing alumni
* Host resume building & interview skills sessions

**VP of Finance**

* Responsible for completing Fall and Spring budget requests
* Organize fundraising events
* Manage fundraised money

**VP of Communications & Membership**

* Correspond with members via email
* Keep accurate attendance records and minutes
* Recruit and retain new members

**VP of Digital Media**

* Design and maintain FMA website
* Design and maintain FMA social media accounts
* Advertise events via website and social media

**VP of Collegiate Communications**

* Correspond with other local AMA chapters
* Maintain awareness of AMA events and deadlines
* Assist FMA members in AMA registration process

***ALL APPLICATIONS DUE TO*** ***JSCHWARTZ1@FORDHAM.EDU***

***NO LATER THAN THURSDAY, MAY 3RD @ 5PM.***

Please answer briefly, citing specific examples where possible.

**1) Name:**

**School & Class:**

**Major/Minor:**

**2) Position(s) being applied for (in order of preference):**

**- 1:**

**- 2:**

**- 3:**

**3) Will you be on campus both semesters (Fall 2012-Spring 2013)?**

**4) Why do you want to be an Executive Board member of FMA?**

**5) What prior knowledge & experience qualify you to hold the above positions?**

**6) What computer skills do you possess? What is your skill level in these: familiar, proficient, or expert?**

**7) What other clubs, activities, internships, and other obligations do you plan on participating in during Fall-Spring 2012-2013? Do you anticipate any of these interfering with your FMA responsibilities?**

**8) In what ways have you previously been involved in FMA?**

**9) What new event or initiative would you to enact as a 2012-2013 E-board member?**

**10) Is there any other information we should consider?**