GSMSA-BA Officer Positions and Responsibilities

(Updated: 03/21/2023)

President
The key responsibilities of this position are:

- Oversee all activities of the GSMSA Bay Area (GSMSA-BA)
- Serve as the student representative for the Bay Area MBA program on the GSM Alumni Association Board
- Serve as a board member for the Bay Area MBA program on the ASM Umbrella Org
- Foster and maintain relationships with the various GSM business units, business partners, and other student organizations across the MBA, MPAc and MSBA program
- Review and update the by-laws on an annual basis
- Schedule of quarterly internal / staff meetings and plan GSMSA-BA leadership retreat
- Monitor GSMSA-BA budget and approve expenses along with VPs
- Co-lead coordination of All-Star Signature Event annually
- Manage the transition of future GSMSA-BA leadership board

Vice President, External Affairs
The key responsibilities of this position are:

- Serve as Board Member for the Bay Area MBA program on the ASM Umbrella Org
- Represent the Bay Area MBA program in organizing the annual GSM Olympics
- Support any cross-program activities including promote other programs’ events
- Coordinate bay area leaders attendance to the spring leadership summit in Davis
- Lead the annual class gift campaign for the Bay Area MBA program
- Monitor GSMSA-BA budget and expenses along with President & VP Internal
- Co-lead coordination of All-Star Signature Event annually
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Vice President, Internal Affairs
The key responsibilities of this position are:

- Coordinate with the Bay Area MBA Program Manager for the first-year orientation and peer mentor program (collaborating with BAAP)
- Assist with the recruitment of first-year GSMSA-BA members
- Organize networking opportunities for Bay Area MBA students
- Coordinate surveys or other methods to improve the dining experience at the San Ramon campus
- Support the VP of External Affairs to manage the annual class gift campaign for the Bay Area MBA program
- Co-lead coordination of All-Star Signature Event annually
- Monitor GSMSA-BA budget and expenses along with President & VP External
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities
Director of Academic Affairs
The key responsibilities of this position are:

- Advocate for balanced, competitive class offerings for Bay Area MBA students
- Solicit feedback from Bay Area MBA students on class offerings and schedule - if applicable
- Distribute mid-quarter survey (anonymous) to student to check the pulse of bay area courses and share directly with professors
- Partner with the MBA Academic Director on any GSM curriculum review and feedback
- Lead the IMP/IMS student feedback loop to ensure capstone requirements are improved for future cohorts
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Student Affairs
The key responsibilities of this position are:

- Serve as the main point of contact for Bay Area MBA clubs on on/off boarding
- Update yearly club leaders & contact info (link) and share with GSM staff
- Plan annual bay area club fair for club leaders to recruit and connect new members
- Lead the review and approval process for club funding and dues (link)
- Communicate with club leaders on the resources available to maintenance activities
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Professional and Career Development
The key responsibilities of this position are:

- Serve as main point of contact for the Career Development team
- Organize quarterly professional and/or career-focused events for the Bay Area MBA program
- Develop, coordinate and/or cultivate professional development opportunities for the Bay Area MBA program
- Conduct surveys or other methods to continuously identify top companies and positions Bay Area MBA students are or would like to pursue
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Marketing & Communications
The key responsibilities of this position are:

- Manage / update the GSMSA-BA webpage
- Act as the point person to promote all GSMSA-BA events
- Assist with program communication platform (Slack)
- Manage the quarterly committee and administrative meeting minutes
● Supply GSM Marketing team with event photos and creatives to boost GSM Bay Area program visibility on social media / website
● Recruit student volunteers for the annual GSM photography session (if applicable)
● Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities