



MAA BOARD 2023 - 2024

Information brochure



Next year, be at the helm of the career association for master, pre-master and third-year bachelor students from the UvA, VU and Nyenrode, with an interest in consultancy, marketing, management and/or communication. Form a bridge between students and the business community.

- Coordinate ten committees
- Give your CV a huge boost
- Run an organization of 800 members
- Develop yourself and take on challenges
- Create a huge professional network
- Follow training courses and gain practical experience
- Organize recruitment events, in-house days, consultancy cases, workshops and training courses, international trips and social activities for a year



6 functions



June 2023 t/m
June 2024*



Parttime**

In brief

* Any plans for the summer? Don't worry, this is negotiable.

** You do not have to be a student during an MAA board year. However, as a student you are entitled to a board grant.

WHAT DO YOU GET IN RETURN?

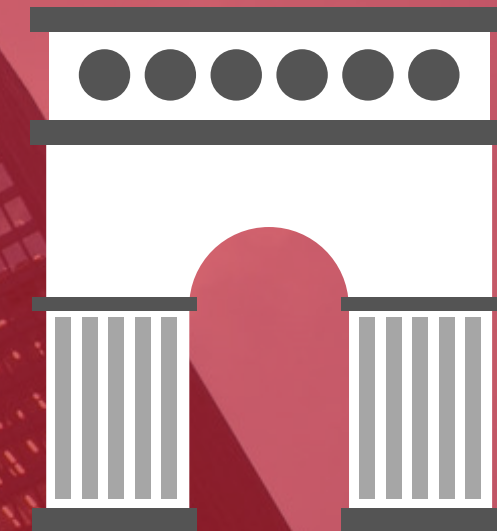


**Travel expenses, lunch,
board suit and
telephone costs.**

**(Management grant if you are
a student)**



**Board weekend
and business trip.**



**Budget for personal or
team training.**

CHAIRMAN

The face of the association: maintains contact with the Supervisory Board, study associations and the Marketing Association of the Netherlands. The overarching factor within the board: maintains the overview, ensures a motivated team and keeps the policy in mind.

TASKS

- Planning and chairing board meetings and general membership meetings
- Part of the MAN (Marketing Associatie Nederland) & the chairmen's convention
- Motivating and assisting fellow board members
- Arranging facility matters at the university
- Guiding all committee members with the position of chairman
- Execute and monitor the long-term vision
- Conducting job interviews with student consultants of the International Research Project (IRP)
- Coordinator and part of the IRP
- Conducting individual and group evaluation interviews with board members
- Conducting all job interviews for the new board together with one of the other board members.

VICE-CHAIRMAN

The business card of the MAA and its (potential) members: you are responsible for the internal communication of the MAA, recruitment and selection of committees and two boards (IRP&MAA) and manage the membership system. In addition, you are financially responsible for the MAA and therefore responsible for the fact that all MAA activities and goals can be achieved. You are involved in most of the decisions making you a great liaison with all committees and events. All in all a versatile function!

TASKS

- Right hand of the chairman
- Recruitment and selection of committee members and 2 boards (MAA and IRP)
- Primary point of contact for (potential) members and alumni
- Internal communication (minutes, member system and monthly email)
- Trusted person within the association
- Preparation and monitoring of the MAA budget
- Make decisions about all investments
- Responsible for all financial administration
- Point of contact for all committee secretaries and treasurers
- Coordinating the Alumni Ambassadors and Careers Beyond Borders

CAREER OFFICER

You are the bridge between the MAA and the universities. In addition, you are the person who can facilitate the connection between students and companies through the Career Hub. This is an important aspect of the MAA because we are known as a career association for students in the final phase of their studies. In addition, you are also primarily responsible for composing the committees, among other things. Because of these duties, you will work closely on various projects with the rest of the board members, which means you will be involved in many things!

TASKS

- Maintain contact with universities and lecturers (UvA & VU).
- Recruitment and selection of committee members and two boards (MAA and IRP)
- Together with the marketer, manage the offline promotion of the MAA and its implementation
- Actively linking students to companies in collaboration with sales through the Career Hub
- Coordinating the Training & Development and the Amsterdam Consultancy Group committee

MARKETING OFFICER

Ready to not only devise strategies but also execute them? As the guardian of the MAA's corporate identity, you are responsible for a convincing appearance and branding of the MAA. Unleash your creative brain and learn to work with different programs to optimize textual and visual expressions. You are responsible for the strategy to grow the MAA and to bring the events on top of mind among relevant students. You are creative and organised, switch a lot and no day is the same!

TASKS

- Develop strategy for the promotion of the MAA and manage its implementation
- Responsible for the growth of the MAA in membership and events
- Monitoring the house style and always providing new input and improvements
- Management of the MAA's website and social media
- Designing online and offline promotional materials, external and internal
- Working with programs such as Google Analytics, PhotoShop, InDesign & Wordpress
- Coordinating the Media & Branding Committee and the marketeers of the other committees

SALES

Within the MAA board, two board members are responsible for sales, the company contacts. Companies are very important to the MAA: firstly to build the bridge between student life and the business community and secondly as a source of income for the association. The two of you work together as a close-knit team to represent the interests of the (potential) partners. During the year you work towards a target and in addition to permanent partners you also deal with potential new partners through (cold) acquisition.

TASKS

- Incoming and outgoing contact with external contacts
- Finding new leads and partners
- Developing and developing new business opportunities
- Maintain current relationships with partners
- Point of contact for all sales from commissions
- Responsible for all recruitment events: the Amsterdam Marketing Event, the Amsterdam Commercial Night, the Speeddate Event and the Amsterdam Recruitment Event
- Organizing in-house days and other company specific events

DO YOU DARE TO TAKE THE CHALLENGE?!

Apply now by sending your motivation, CV and two preferences for a position to vice-chairman@ma-amsterdam.nl. We would also like to receive the results of your personality test via this site: www.16personalities.com. Do you want more information? Send an email to vice-chairman@ma-amsterdam.nl or schedule a coffee with someone from the board.



DEADLINE

19 april
23:59



APPLICATION INTERVIEWS

20 April t/m 15 May



MAY

Announcement board



Contact

Chairman

Laura Mastwijk
chairman@ma-amsterdam.nl

Vice-Chairman

Max Vesters
vice-chairman@ma-amsterdam.nl

Career Officer

career-officer@ma-amsterdam.nl

Sales

Anouk Vlemmix
sales.anouk@ma-amsterdam.nl

Marketing

Jasmijn Schrijvers
marketing@ma-amsterdam.nl