



**GMCA 2020-2021
Executive Committee Recruitment**



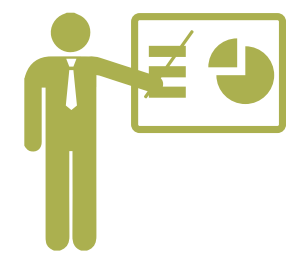
About GMCA

The Graduate Management Consulting Association (GMCA) is a student-governed professional society that strives to support all graduate and postdoctoral trainees interested in pursuing a future career in management consulting.

We offer programs aimed to **educate**, **train**, and **connect** you in all facets of management consulting to empower you to more effectively leverage your graduate training for a smooth transition into any future career.

Benefits for Executives

As an executive member, you contribute and gain more from our mission:



Educate

Members learn in our introductory consulting workshops, and business fundamentals lectureship series .

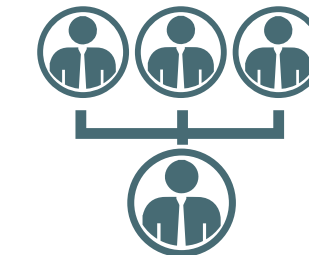
- ✓ As an executive member, you learn more closely from the firms and create content with professionals for training programs.



Train

Members exercise problem-solving skills and business acumen in competitions and pro-bono consulting engagements.

- ✓ As an executive member, you will exercise problem-solving and your business acumen in an organization with over 1.9k members.



Connect

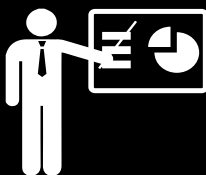

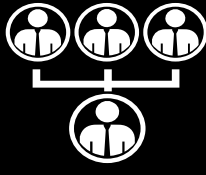

Members can connect with consultants and recruiters at events—many are single encounters.

- ✓ As an executive member, you will work alongside high-performing peers and dedicated alumni from consulting firms for 12 months.

Value Proposition: a professional network and social support that can last a lifetime.

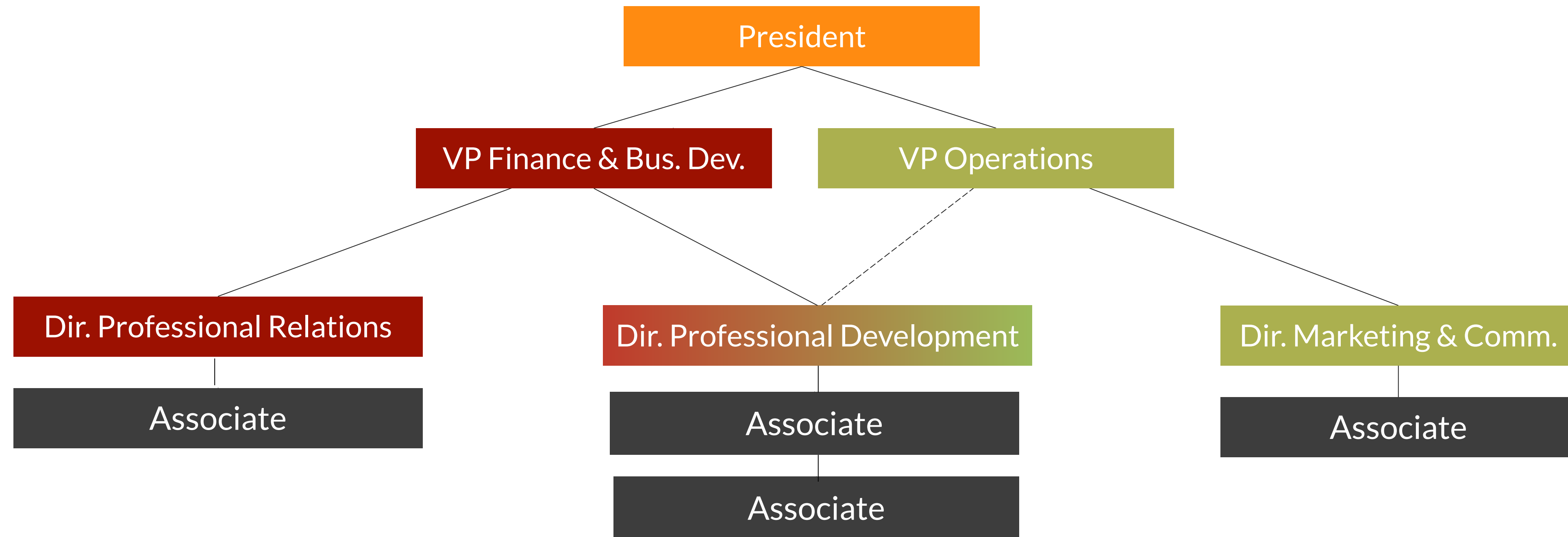
Annual Program

GMCA – University of Toronto Tentative Event Overview for the 2020-2021 Year

	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
 Educate				What's Consulting	Beginner's Case Comp.							
 Train								*Lectureship Series: Business Fundamentals + Case Comp		Annual Conference + Conference Case Comp.		Master the Case Interview Series
 Connect	Firm-Specific Events	Networking Nights	Firm-Specific Events								Firm-Specific Events	
 Exec	Orientation & Planning Retreat						Christmas Dinner				Committee Transition	

**Lectureship Series: Business Fundamentals may also be held in partnership with hospital collaborators during Dec-July

Executive Team Structure



Professional Relations

Acting as a liaison between the GMCA and management consultancies.

Workgroup Responsibilities

1. Manage and expand relationships between GMCA and management consultancies;
2. Build an in-person rapport with firm representatives at events;
3. Maintain the GMCA database of consultancy contacts;
4. Support the development of the annual consultancy sponsorship package;
5. Aid in organizing all workshops, information sessions, and training events involving consultancy contacts.

Director

- Ideal candidate will have experience in client-facing work and a large professional network; previous success in obtaining sponsorships are assets.
- Candidates must be able to commit 8-10 hours / week.

Associate

- Ideal candidate will have experience in client-facing work and professional networking.
- Candidates must be able to commit 4-6 hours / week.

Professional Development

Maintaining all aspects related to GMCA training and educational programs.

Workgroup Responsibilities

1. Update the curriculum, manage /expand relationships with speakers for the Business Fundamentals Lectureship Series;
2. Select and/or develop business cases for GMCA events that are acceptable to industry;
3. Create briefs to circulate to judges and participants for case competitions;
4. Oversee the selection of members to events including resume screening;
5. Manage the internal resource library of the GMCA.

Director

- Ideal candidate will have experience in case competitions and case interviews; experience in the GMCA Business Fundamentals Lectureship Series and leading teams are assets.
- Candidates must be able to commit 8-10 hours / week.

Associate

- Ideal candidate will have experience in case competitions and/or case interviews.
- Candidates must be able to commit 4-6 hours / week.

Marketing & Communications

Maintaining exposure of the GMCA brand through internal and external channels of communication.

Workgroup Responsibilities

1. Design the strategy, develop, adapt marketing content and website advertisements for each social media platform;
2. Collect information on membership, especially event applicants and registrants to inform strategy;
3. Liaise with other GMCA chapters across Canada;
4. Coordinate email membership with information and promotion for upcoming events, responding to membership email inquiries within 48 hours;
5. Expand and establish community outreach efforts.

Director

- Ideal candidate will have leadership experience and a large campus network; experience with social media marketing, Adobe Creative Suite, Mail Chimp, Hootsuite, and WordPress are assets.
- Candidates must be able to commit 8-10 hours / week.

Associate

- Experience with social media marketing, Adobe Creative Suite, Mail Chimp, Hootsuite, and WordPress are assets.
- Candidates must be able to commit 4-6 hours / week.



info@gmcacanada.com

www.**gmcacanada**.com