

Internal Board:

	President		
	Executive Vice President		
Vice President of Finance	Vice President of Marketing	Vice President of Operations	Vice President of Consulting
Vice President of Membership	Vice President of Analytics	Vice President of Programming	Sr. Consulting Director
Finance Director	Marketing Director	Vice President of Sales	Consulting Director 1-10
Sponsorship and Relationships Director	Multimedia Director	Vice President of Special Events	
		Operations Director	
		Competitions Director	
		Special Events Director	
		Adobe Director	

Co-Presidency and VPs are year-long roles. Directors are semesterly roles.

Co-Presidency

- Renews the organization as RSO
- RSO Leadership Training (end of spring or summer, online)
- Sends the school updates, exec, and members list
- Bank training
- Leads chapter plan & annual report
- Liaison with the School
- Liaison with the National Chapter
- Liaison with the Professional Chapter
- Liaison with other Business Campus Clubs
- Updates Bylaws
- Weekly/biweekly meetings with Co-Advisors
- Big GBM Slack Channel Owner
- Exec Slack Channel Owner
- Makes sure everything flows smoothly + ensures communication + resolves problems

- CBC Rep (Biweekly)
- Network with execs and members in other orgs

Vice President of Finance

- Bank training
- Liaison with the School
- Alternate CBC Rep (Biweekly)
- Purchasing polos, name tags, stoles, and merch
- Plan ICC w/ VP of Operations
- Apply for grants (CFP, SSF, Travel Grant)
- Look for external grants
- Work with corporations for donations
- Anything related to finance within organization

Vice President of Membership

- Register people for nationals
- Make sure everyone is a paid member of AMA
- Open and close applications
- Manage meetings conflict channel
- Reach out to people to pay dues
- Manage points tracking sheet
- Primary member contact, respond to all member questions
- Post weekly marketing jobs & internships
- Design merch & order merch
- Oversees tabling and outreach (gives workshop if necessary)
- Representative for basement space (apply, sign contracts)
- Manages the Member of the Month program, selecting MOM and compiling rewards
- Tracking who achieves active member status
- Make and send out active member certificates

Finance Director

- Bank training
- Assisting with check requests
- Assisting with extra VP Treasury tasks
- Helping with any finance team-related tasks
- Finding and executing fundraising opportunities
- Alternate CBC Rep (Biweekly)
- Assist with VP Membership and check-in

Sponsorship and Relationships Director

- Secures food, snacks, and drinks for each meeting
- Organizes sponsors & walkarounds at GBMs
- Reaches out to companies for collaborations
- Manages Alumni LinkedIn Group (Private Group)
- Alternate CBC Rep (Biweekly)
- Liaison with Alumni

Vice President of Marketing

- Design chapter plan & annual report

- Maintains AMA branding
- Consistent messaging and branding
- Creates graphics for Instagram
- Manages Instagram
- Oversees and assists Marketing Director, Multimedia Director, and Podcast Director
- Create Marketing Strategy
- Leads Yearbook (Fall and Spring)

Vice President of Analytics

- Leads Marketing Analytics Committee
- Builds website
- GA4 certificate
- Tracks performance for social media, website, and emails (VP of Marketing)
- Surveys and conducts market research on our GBMers about feedback (VP of Programming)
- Creates dashboards and reports to share results
- Shares insights to help board make better decisions

Marketing Director

- Assists with Yearbook (Fall and Spring)
- Design and send out a weekly newsletter
- Manage AMA's LinkedIn page
- Assists with VP Marketing tasks (graphics)
- Reaches out to local media for Press Releases

Multimedia Director

- Design and edit the SDSU AMA website
- Photography & videography at events
- Create and edit IG Reels
- Manages Tiktok

Vice President of Operations

- Ensures we have a weekly classroom secured
- Oversees VP Programming, VP Special Events, Operations Director, Adobe Director
- Creates a weekly slide deck
- Manages technology at events
- Leads Mentor-Mentee Program
- Leads Planning for ICC (flights, hotels, competitions) w/ VP Finance
- Responsible for booking rooms for events

Vice President of Programming

- Liaison with the Professional Chapter
- GBM Scheduling and coordination
 - Scheduling months in advance and maintaining contact with speakers
 - Walking speaker to and from the General body meetings
 - Ensure parking, water bottles, and Thank You cards for weekly speakers
- Marketing Week scheduling (Fall and Spring)
- Company Tours (can be delegated to special events)
- Primary speaker contact

Vice President of Sales

- Schedule workshops and executive speaker series
- Source speakers for workshops and speaker series
- Keep in contact with speakers for each meeting to ensure no miscommunication
- Create slides to present in GBMs
- Create plan for how to run pitch workshops and speaker series.
- Come up with an outline for each speaker so they know what to expect and speak on.

Vice President of Special Events

- Leads PNN Planning
- Leads Regional Event Planning
- Leads Event Planning Committee (Both Spring & Fall)
- Leads Company Tours
- Oversees Special Events Director

Operations Director

- Assists with weekly classroom
- Assists with the Mentor-Mentee Program
- Assists Competitions Committee (Fall)
- Assists with Preparation for ICC (Spring)
- Organizes Social & Volunteering Events

Competitions Director

- Lead and manage AMA competition efforts
- Build and oversee a Competitions Committee
- Coordinate participation across all competitions (case, digital, video, sales, research, etc.)
- Collaborate with Multimedia and Executive teams on video, website, and creative competition
- Support key chapter initiatives like Marketing Week and Campaign in a Day
- Contribute to the Annual Report and ensure competition efforts are documented for awards
- Research and introduce new competition opportunities throughout the year

Special Events Director

- Assists PNN & Regional Event Planning
- Leads PNN & Regional Event Marketing
- Assists Event Planning Committee (Both Spring & Fall)

Adobe Director

- Plan biweekly Adobe workshops focusing on relevant Adobe products (Photoshop, etc.)
- Reach out to SDSU Adobe Student Ambassadors to lead the workshops
- Have weekly meetings with the Adobe Committee for the planning of the workshops, etc
- Send each Workshop registration form to Adobe for approval + merch & snacks requests
- Delegate tasks among the committee members for each workshop (presentation, host selection, prompts, additional material for attendees, etc.)
- Collect feedback post-workshops to refine future sessions
- Reach out and collaborate with other clubs
- Promote the workshops in other clubs GBM's, or events in person

- Promote workshops via social media, AMA channels, and other clubs' social media
- Schedule and create social media content (posts, stories, reels)
- Manages SDSU Adobe Instagram

Vice President of Consulting

- Secure 5-6 clients for the Fall 2026 Semester
- Improve onboarding for consulting directors and members
- Create application forms for Consulting Directors and Interns that are in depth
- Interview Consulting Directors and seeing their strengths/weaknesses and taking note of their professionalism, client experience and personality
- Provide a form to the consulting directors before assigning them a team
 - Ensure they get the best possible fit based on personality and skillset
- Communicate with each team effectively
 - Inspire content through Instagram group chats or TikTok
 - Ensure you are on track with every team's progress
 - Make sure all of the teams are effectively executing client expectations
- Provide an organized task management tool for every team (Notion, ClickUp, etc.)
- Provide a mid-program feedback form for the directors and members to see how the program is going and how it can improve
- Provide a marketing workshop for all directors and interns that will teach them something that can directly apply to their clients deliverables
- Continue the deliverable process (meet with all clients on Friday to talk strategy and approve deliverables)
- Assign the teams a marketing presentation by the end of the semester to show what they accomplished
- Perform a SWOT analysis for every team in Week 1 of the program

Sr. Consulting Director

- Assist VP with all operations to ensure all teams are performing their best
- Assist in improving onboarding
- Assist in creating feedback forms
- Assist in helping team members on Tuesdays and consulting the Directors on Friday
- Execute the marketing efforts for the consulting committee through Instagram, TikTok, and LinkedIn
- Make sure you are communicating with every group and ensuring they know you are there to be another resource
 - Teach team members how to use all marketing and project management tools
- Help the consulting directors with issues they are facing and provide guidance
- Perform on one with consulting directors when needed
- Manages Consulting AMA Instagram

Consulting Directors 1-12

- Lead a team of 4–5 members to execute marketing initiatives for an assigned client
- Ensure your team understands their tasks, objectives, and overall goals
- Create and lead weekly agendas for proactive team meetings (Tuesdays)
- Meet with your client every Friday to review deliverables and ensure satisfaction
- Provide guidance and content inspiration to your team

- Strategically manage project flow and ensure deadlines are met
- Maintain strong communication with both your team and the Senior/VP of Consulting