

Committee Positions

Core Team: President, Vice Presidents and Treasurer

- To increase efficiency of decision-making and organisation.

1. Vice Presidents

- Event planning
 - Advertise the event on the JCR page of your respective colleges
- Event coordination
- Speaker liaison
- For each event one VP will be taking care of Event Planning (nature of event) and one will be taking care of Event Coordination (event logistics) which should ensure the smooth running of things. If a VP is liaising with a speaker, they will be on the Event Planning side.
- Tickets to big fashion shows & luxury good events (if possible)
- Committee photos
- *N.B. Emails: please send any emails relating to event planning and event coordination from the society email account. When contacting speakers or when asking for fashion show tickets etc, send the email from your personal Cambridge email but copy in the society email address.*

2. Treasurer

- Bank account
- Keeping track of the society's revenues and expenses (keep an updated Excel file)
- Responsible for the society's payments to colleges
- Responsible for obtaining reimbursements
- Responsible for confirming, in cooperation with the Secretary, membership payments
- Ensuring that the society is operating within its means
- *N.B. Emails: please send any emails from your personal Cambridge email account and copy in the society email account.*

3. Men's/Fashion & Luxury Goods Director

- Speaker Liaison: work with the President, the Vice Presidents and the Public Relations & Sponsorship Director on speaker liaison, specifically for men's fashion & luxury goods companies. However, if contacts are also with brands that cover both men's and women's fashion, this is also useful. Ensure that you have spoken with the President first before contacting any speakers.
- Sponsorship: work with the President and the Public Relations & Sponsorship Director to look for sponsors.
- Write an article every month (both during and outside term time) on the men's fashion & luxury goods sector to be posted on the society website.
 - Aim to alternate between 1 article on fashion and 1 article on the luxury goods sector. Note: in fashion articles, focus on high fashion – not retail.
 - Make sure to include a picture to be included in the article
 - Discuss with the Industry Trend Director and the Fashion Week & Exhibitions Director to avoid any overlaps
 - Send the article and the picture to the Marketing Director and she will upload it onto the website as well as share the link on social media

(Facebook Page and Instagram Page, the President will share the link on LinkedIn).

- Society website: work with the President, the Marketing Director and the Creative Director to set up the society website.
- *N.B. Emails: please send any emails from your personal Cambridge email account and copy in the society email account.*

5. Secretary

- Each week prepare an Instagram post on the latest trends/news in the fashion & luxury goods sector and write a short description
 - Aim to alternate between fashion posts and posts on other parts of the luxury goods sector.
 - Please post this on Instagram on Sunday each week.
 - ***Ensure that all posts and photos are: elegant, sleek and sophisticated!***
Please see the society brand outlines for more.
- Short weekly email to be sent to members as well as the committee on latest trends/news in the fashion, arts & luxury goods sector
 - This can be the same information that you find out for the Instagram post – a few pictures and a short description is ok.
- Instagram followers: like photos on Instagram of fashion houses & luxury jewellery brands. If you are able to like some photos shortly after they are posted, this is likely to boost the number of followers.
- For each event, send an email to members when the event is released
- Reminder emails for events
 - One email the day before the event (morning)
 - One email on the day of the event (morning)
- Thank you email after the event
- Membership
 - Keeping track of memberships → have an Excel file with the names of current members
 - a. Check the Society Facebook Messages and Instagram DMs for this.
 - b. Update the spreadsheet with the names of people that signed up for membership, so the Treasurer can confirm the payments
 - Take down the names of any new members at events → have a sheet of paper and a pen at the event so people can leave their email and sign up.
- Organise committee meetings
 - In charge of the Doodle polls
 - In charge of selecting the location for the meeting
- *N.B. Emails: all emails to be sent from the secretary society email account.*

4. Events Co-Director

Event Planning

- Composing event description
- Facebook event page
 - Create the Facebook Event Page via the Society Facebook Page (so that the event comes up on the Society Facebook Page)

- Invite all your friends!
- Reminder post on the event page the day before the event
- Ticketing
 - Choose which ticketing platform you prefer to use: Eventbrite or Fixr
 - The President has used Eventbrite before and knows that it works well. However, she has also been told that Fixr could be a good platform to use. Up to you to decide which one you prefer!
 - N.B. Please use the society Eventbrite/Fixr account when making the Eventbrite/Fixr event.
 - Ensure that there is a password to be able to book the tickets → this enables only Cambridge University students to be able to book a place for an event.
- Composing list of attendees for each event from the Eventbrite ticketing
- In the event that it is not possible to do formal at Trinity Hall:
 - Liaise with the Event Co-Director (Event Coordination) as well as the Public Relations & Sponsorship Director to organise a formal in another college.
 - Discuss with the whole team the possibility of doing a formal in another college (seeing that we have a mix of students from different colleges in the committee). See the Society Guidelines for more information.
- *N.B. Emails: please use your personal Cambridge email to send emails but copy in the society email account.*

5. Events Co-Director

Event Coordination

- Liaising with colleges' Conference Office R.E. venue booking and catering
- Contacting colleges to make group formal hall bookings
- Putting up signs in college on the day of the event indicating where the event is
- *N.B. Emails: please use your personal Cambridge email to send emails but copy in the society email account.*

6. Marketing Director

- ***Whenever posting on social media or the society website, ensure that the posts are elegant, sleek and sophisticated!***
- Facebook page maintenance
 - Once the event has been created, advertise it on the society's Facebook Page.
 - Reminder post of the event the day before the event
 - After each event, post a photo of the event with a description – thanking the speaker and people for coming.
- Website maintenance
 - Upload the committee photos with the positions written underneath each photo
 - After each event, post a photo of the event with a description – thanking the speaker and people for coming.
- Instagram account maintenance
 - Advertise the upcoming events: both by posting and by using Instagram stories
 - Event launch post (x1)
 - Reminder post (x1)

- Thank you post (x1): after each event, post a photo of the event with a description – thanking the speaker and people for coming.
- Stories:
 - 1 story when the event is launched
 - 1 reminder story of the event the day before the event takes place
 - 1 reminder story on the day of the event
 - 1 story → to say thank you
 - Create a “highlight” for the event
- Whenever creating an Instagram post, ensure that it fits with the rest of the account → post a picture of the company that we are inviting!!
- Whenever creating an Instagram story that includes writing/the society brand or logo, please use Canva → please see the society brand guidelines for more detail.
- [Taking photos and videos at the event] **this job is done by Creative Director this year as Publicity Officer is abroad**
 - Sending the photos and videos to the Marketing Director
 - Uploading of the Live Instagram Stories at the event itself and adding these to the “highlight”
- LinkedIn Page maintenance
 - Send the President the photo of the event with the description– thanking the speaker and people for coming → she will post on the LinkedIn Page.
- Advertise the event on the JCR Pages
 - When the Event is released
 - 1 day before the event if there are tickets still available
- Articles written by the Industry Trend Director, the Men’s Fashion & Luxury Goods Director and the Fashion Week & Exhibitions Director
 - Every month: the Industry Trend Director, the Men’s Fashion & Luxury Goods Director and the Fashion Week & Exhibitions Director will each send you an article along with a picture to be included in the article.
 - Upload the articles onto the society website, as well as the pictures sent with the article
 - Share the article links on the Society Facebook Page and Instagram Page. Send the link to the President to be shared on the LinkedIn Page.
- Society website: work with the President, the Men’s Fashion & Luxury Goods Director and the Creative Director to set up the society website.

7. Public & External Relations

- Speaker Liaison: work with the President, the Vice Presidents and the Men’s Fashion & Luxury Goods Director on speaker liaison. Ensure that you have spoken with the President first before contacting any speakers.
- Sponsorship: try to find sponsors for the society (who would be willing to give some money to the society as sponsors!). Work with the President and the Men’s Fashion & Luxury Goods Director as he has experience in this.
- Help with formal hall booking :
 - liaise with the Event Co-Directors to organise a formal in another college.

- Discuss with the whole team the possibility of doing a formal in another college (seeing that we have a mix of students from different colleges in the committee). See the Society Guidelines for more information.
- *N.B. Emails: please use your personal Cambridge email address and copy the society email address.*

8. Industry Trend Director

- Research the latest trends & news in the Fashion & Luxury Goods sector as a whole.
- Write an article every month (both during and outside term time) on the latest trends/news in the fashion & luxury goods sector to be posted on the society website.
 - Aim to alternate between 1 article on fashion and 1 article on the luxury goods sector. Note: in fashion articles, focus on high fashion – not retail.
 - Make sure to include a picture to be included in the article
 - Discuss with the Men's Fashion & Luxury Goods Director and the Fashion Week & Exhibitions Director to avoid any overlaps
 - Send the article and the picture to the Marketing Director and she will upload it onto the website as well as share the link on social media (Facebook Page and Instagram Page, the President will share the link on LinkedIn).

9. Fashion Week & Exhibitions Director

- Write an article every month (both during and outside term time) on fashion shows and exhibitions to be posted on the society website.
 - Aim to alternate between 1 article on fashion shows and 1 article on exhibitions. Note: in fashion articles, focus on high fashion – not retail.
 - Make sure to include a picture to be included in the article
 - Discuss with the Industry Trend Director and the Men's Fashion & Luxury Goods Director to avoid any overlaps
 - Send the article and the picture to the Marketing Director and she will upload it onto the website as well as share the link on social media (Facebook Page and Instagram Page, the President will share the link on LinkedIn)

10. Publicity Director

- Responsible for designing and posting marketing material regarding the society - for all other social media material apart from events. This also includes the sponsorship posts. The Sponsorship Director will provide you with the content but you will need to upload it as Instagram Stories and Facebook Posts.
- Create/upload social media content for our Weekly Trends and Exhibitions.
- Need to be good with managing multiple social media accounts and creating posts within a short time frame.
- Responsible for taking photos at events when the photographer is unable to attend

11. Sponsorship Director

- Responsible for contacting potential sponsors for the society, who would be willing to give some money to the society as sponsors!
- Responsible for updating the sponsorship brochure, sponsorship letters and emails.

- Responsible for getting the social media content from our sponsors/finding the social media content of our sponsors online (e.g. upcoming events, new product launches and groundbreaking brand news) This content should be sent to the Publicity Director who will then upload this content as Instagram Stories and as Facebook posts. This should be done once a month for our Partners and once every 2 weeks for our Premium Partners.
- Write one article per month for our Premium Partners and one every 2 months for our Partners (frequency to be discussed).

12. Digital Director

- Responsible for keeping the website up-to-date, including information on upcoming events, past events, event photos, and any other content.
- Responsible for website layout, including formatting of articles when they are submitted.
- No prior experience necessary, only good initiative and organisational skills. Wix is a very intuitive website editor.

13. Fashion & Luxury Goods Ambassador

- Representing the committee to networks and social groups.
- Being current on fashion weeks, shows, and trends.
- Helping with sponsorship and brochure writing whenever needed.