

## TEDxUTSC Application: Overview & Frequently Asked Questions

2019 Executive Team | Application deadline: August 1<sup>st</sup>, 2018 at 11:59 PM

TED is an internationally recognized symbol for ideas worth spreading and by applying to this position your fundamental task will be to embody that concept in all that you do. You will become a crucial member in one of the most zealous teams on campus as we work closely together to proudly represent the TEDx brand at UTSC.

You will have the exclusive experience in organizing one of the most influential events at this University as you collaborate with other idea generators such as yourself. We're looking for individuals who exude confidence, dedication and above all, passion for the TED initiative. The unique qualities you bring to the team will help foster engagement within the UTSC community as you nurture ideas to life. **Please note that this is not a paid position.**

By joining the TEDxUTSC team, you are partaking in a long-lasting legacy—a mission to unite ideas worth spreading where *tomorrow is created*. TEDxUTSC is a commitment beginning from mid-August 2018 till the end of the following academic year, April, 2019. However, note that our conference is hosted in late January/early February and after that your role requirements will be minimal.

Here you will find the answers to some frequently asked questions and an overview of all the positions. Please read this entire document to best prepare yourself for this application. If your questions are not answered below, please feel free to contact us at [info@tedxutsc.com](mailto:info@tedxutsc.com).

We look forward to your applications!

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### **What does the team structure look like?**

The 2016 Executive Team has a 3-tiered structure. The Chair (Sakina Gadriwala) and the 3 Leads make up the Leadership Team. Each Lead will be working with their Directors to accomplish the overall organizational goals and provide the resources to facilitate the Directors in making their ideas a reality. Although each role is divided up in teams, everyone needs to work closely together to make the Conference a success. Each team with the respective lead and director roles is outlined below:

#### Lead of Program Development

4 Director of Speaker Relations – 2 for faculty/staff, 1 for students/alumni, and 1 for external

#### Lead of Conference Development

Director of Sponsorships

Director of Productions

#### Lead of Marketing & Communications

Director of Events

Director of Design  
Director of Communications  
Director of Information Technology (IT)

**What academic background are you looking for?**

We welcome UTSC students from each and every department and academic background in our team. What makes TEDxUTSC so unique is that it does not focus on one particular discipline and all ideas are welcome! The collective genius from all fields is needed to make the Conference a success! Similarly, we look for students in all years of study.

**Is it mandatory to have attended a TEDxUTSC conference in order to join the team?**

No, it is not mandatory to have attended a previous TEDxUTSC conference. However, candidates who have attended a conference will have had exposure to the final conference result and may have valuable insights from their experience as a delegate. We do look for candidates who have heard of TEDxUTSC in some capacity, whether it be through a friend's referral, personal research on our Facebook page and website, attending an event or knowing someone who was previously an executive or associate.

**When will I be contacted for the interview?**

Successful candidates will be invited for an interview to take place during August 3<sup>rd</sup> – August 10<sup>th</sup>. We will be asking for your availability during this time if you are successful – please keep an eye on your email! All interviews will take place at UTSC unless candidates are out of the country, in which case the interview will take place using Skype Video.

**What is the structure of the interview?**

The interview will be 20-30 minutes where you will be asked several behavioral and situational questions. We will also chat with you about your past experiences to test your suitability for the team.

**Are there opportunities to take on tasks beyond my role?**

The TEDxUTSC experience is what you make of it. There are ample opportunities for growth and to take on tasks that are beyond your designated roles. You will get the best experience out of the team if you take initiative and are always eager to find new ways to make the Conference a smashing success!

**What is the time commitment for TEDxUTSC?**

The hours of commitment vary and depend on the roles you will be taking on. The weeks leading up to the Conference (which takes place late January/early February) will definitely require a higher rate of commitment from each and every team member. We expect that candidates prioritize TEDxUTSC as their main ongoing extracurricular involvement during the 2018-2019 academic year.

**Is the University involved in organizing the Conference?**

TEDxUTSC is a student-run group. However, all six of the 2013-2018 Conferences would not have been possible without the generous support of UTSC and our official advisory board, made up of staff/faculty from various departments on campus. These partnerships will definitely continue and evolve for future conferences. As part of the team, you will get the exclusive opportunity to work closely with the University to make the Conference a reality.

## Overview of Positions

Please download the applications for more detailed job descriptions of each role.

### Lead of Program Development

As the Lead of Program Development, you will strategize, manage and oversee all Speakers' related initiatives to successfully shape the program for the Conference. As part of the TEDxUTSC Leadership Team, you will be involved in organization-wide decision making and aligning your team of 4 Director of Speaker Relations with the overall organizational goals. We are looking for a results-driven and motivating leader and someone who constantly thinks outside the box.

### **Director of Speaker Relations**

We are hiring **four (4)** Director of Speaker Relations, each of which who will manage the following categories of Speakers:

- **1 External:** Speakers who are not affiliated with the University of Toronto, i.e. [Marnie McBean](#), [Bobby Umar](#)
- **2 Staff & Faculty:** Speakers who are currently working as a staff, lecturer or Professor at the University of Toronto, i.e. [Steve Joordens](#), [Daniel Tysdal](#), [Jessica Dere](#)
- **1 Students & Alumni:** Alumni Speakers are anyone who has graduated from the University of Toronto. Student Speakers are those who are currently enrolled (full-time or part-time in an undergraduate or graduate program at the University of Toronto) i.e. [Teresa Gomes](#), [Preet Banerjee](#)

As the Director of Speaker Relations, you will execute the plans needed to recruit and train Speakers for the Conference. We are looking for resourceful, persuasive and personable individuals for this role. Communication skills are very important for this role and we will place each candidate in the category that best fits their experience. Include which of the 3 categories you want in the position rankings on the applications.

### Lead of Conference Development

As the Lead of Conference Development, you will be in charge of ensuring all aspects of funding, in-kind sponsorships, associates and the Conference day details (production, logistics) are conducted and completed in an efficient and timely manner. As part of the TEDxUTSC Leadership Team, you will be involved in organization-wide decision making and aligning your team of 2 with the overall organizational goals. Previous experience in event-planning or in a UTSC organization/DSA or work-study position is valued. This individual will work with many stakeholders from the University. We are looking for someone who is detailed-oriented, has amazing teamwork skills and is very organized.

### **Director of Productions**

As the Director of Productions, you will be working in the Conference Development team and will be in charge of all aspects of running the logistics and productions of the TEDx Conference. With the help of key University personnel and volunteers, you will be helping the A/V team to ensure smooth operations on the day of the Conference. During the year you will also execute the plans needed to acquire and train the Host(ess) and recruit talented and unique Performers for the Conference. We are looking for an engaging, detail-oriented and organized individual for this role.

**Director of Sponsorships**

As the Director of Sponsorships, you will lead the efforts in all funding and in-kind services/food related tasks for the Conference. You will become the expert in managing the organization's finances by issuing cheques for reimbursements and keeping records of revenues/expenses. We are looking for someone who is highly persuasive, who thinks outside the box and has previous experience with managing an organization's finances (or a keen interest in this area).

**Lead of Marketing & Communications**

As the Lead of Marketing & Communications, you will strategize, manage and oversee all outgoing marketing initiatives to successfully engage and grow the TEDxUTSC audience. As part of the Leadership team, you will be involved in organization-wide decision making and aligning your team of 4 with the overall organizational goals. We are looking for a creative individual, a motivating and ambitious leader and someone who has previous experience in marketing for an organization (or a keen interest in this area).

**Director of Events**

As the Director of Events, you will work with the Lead of Marketing & Communications and your designated Associates to execute key marketing events throughout the year in order to promote TEDxUTSC, engage students and the community, and create awareness and excitement on campus. You will work with the Lead of Conference Development to hire the Associates and ensure optimal teamwork and collaboration between them and the Executives. You will be expected to come up with innovative event ideas and ensure TEDxUTSC has a presence during the year including at Clubs Week, Orientation and ARTSIDEOUT. We are looking for an ambitious individual with previous event-planning experience, someone who is well-connected on campus and has strong interpersonal skills.

**Director of Design**

As the Director of Design, you will personify the brand of TEDxUTSC and translate its values into meaningful and persuasive promotional materials through creative execution. Your overall vision of design will represent the external brand and look of TEDxUTSC to our audience. We are looking for someone who is creatively driven, detail-oriented, proactive and self-motivated. Experience using creative software such as Adobe Illustrator, Indesign, Photoshop and previous graphic design experience is mandatory.

**Director of Communications**

As the Director of Communications, you will embody the brand of TEDxUTSC through managing our social-media accounts including Facebook, Twitter and Instagram. You will produce unique marketing messages to successfully engage the intended audience and drive attendance to our events during the year and our conference. You will also be analyzing marketing trends and social media outreach to increase the external brand of TEDxUTSC. We are looking for an outspoken, charismatic and creative individual to be the voice of TEDxUTSC.

**Director of Information Technology (IT)**

As the Director of Information Technology, you will be solely accountable for the management of the TEDxUTSC website, email and monthly newsletter, among other technologically related tasks. Our website is one of our primary means of communication and information-delivery to our audience. We have ambitious plans to redesign our website for the first time this year and you will be managing this entire project. We are

looking for someone who is detailed-oriented, tech-savvy, has strong written-communication skills, is self-motivated and has previous experience with WordPress and in Web Design (or a keen interest in this area).