



# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

## Head of Logistics

### **KEY RESPONSIBILITIES\***

- Planning and compiling the detailed schedule of the Summit,
- Planning and monitoring the Summit,
  - Preparing a comprehensive logistics summary (events, transport, set up, venues...),
  - Ensuring that the tasks given have been successfully completed,
  - Dealing with unexpected incidents and react promptly,
- Organizing side activities and the closing party,
  - Organizing the YHS Sunday event and closing party,
  - Coming up with themes and decoration,
  - Contacting EHL faculty/ external companies for additional workshops,
- Communicating with EHL regarding rooms availability and material needed,
  - Planning all the venues needed (size, time, availability),
- Organizing the whole F&B concept of the Summit together with the F&B coordinators (Opening and closing ceremonies, Gala Dinner and all other meals),
- Communicating with other YHS departments and provide them with logistics support,
- Attending monthly meetings with other HODs and the Executive Board to,
  - Update them about your department's events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to,
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member's task progress.

### **THE PROFILE WE ARE LOOKING FOR**

- Committed student passionate in organizing event with a strong sense of detail and ability to think outside the box.
- Candidate must be able to lead a team, resilient to stress and being able to quickly respond to change. Good problem solving skills and ready to embrace challenges.
- Good proficiency in excel.

**The Head of Logistics reports to Luca Staderini, Executive Board Member overlooking Logistics, Finance and Community.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

#### Head of Marketing

#### **KEY RESPONSIBILITIES\***

- Managing the whole marketing department of YHS: this include internal and external events, partnership with YHS sponsors and partners for the creation of all visuals and related materials for the event, managing the YHS website and social pages,
- Close collaboration with the Press Department for all Social Media and Press releases,
- Working on graphic design of posters, flyers, banners, etc. of professional quality,
- Organizing the different launch days when sponsors and partners will be presented to the public,
- Coordinating with external agencies for the creation of major marketing objects such as sponsors walls, etc.,
- Creating and design access cards for the event, as well as schedule of delegates, professors, VIPs and all material needed during the Summit,
- Working with a videographer and come up with ideas for promotional videos (presenting delegates, the YHS organizing team, the summit review),
- Promoting the different sponsors through our media channels,
- Coming up with a decoration plan for the school in collaboration with the Logistics Department,
- Working with an external company for the organization of the audio visual and IT installations,
- Attending monthly meetings with other HODs and the Executive Board to
  - Update them about your department's events
  - Get information on what is happening in other departments
  - Discuss future steps
- Attending weekly meetings to
  - Update your team about the progress going on in other departments
  - Distribute tasks for upcoming events
  - Follow up on each team member's task progress

#### **THE PROFILE WE ARE LOOKING FOR**

- Committed student passionate about marketing, able to think outside the box and possibly with previous experience in marketing.
- Candidate must be able to lead a team, resilient to stress and being able to quickly respond to change.
- Good proficiency in Photoshop and other design softwares.

**The Head of Marketing reports to Nicola Hirzel, Executive Board Member overlooking Marketing and Press Relations.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

#### Head of Partnership

#### **KEY RESPONSIBILITIES\***

- The partnership department is a core element for the success of the Summit. The Head of the Department is responsible to find partners in the industry to sponsor the event in order to assure the sufficient funding of the event,
- The Head of Partnership will take directly contact with the companies and will sell the Young Hoteliers Summit to potential clients and partners, explaining the benefit for them (e.g. “employer of choice”, visibility, applicant pool, etc.),
  - Previous editions partners included Dorchester Collection, Four Seasons, Starwood Hotels and Resorts, FRHI, Leading Hotels of the World, Expedia, CBRE and others,
- Developing and maintain existing relationships for future endeavors,
- Creating new and innovative ways to bring value to our sponsors which every year seeks additional value from the Summit,
- Close interaction and collaboration with the Speakers Department:
  - Coordinate the speakers that will be provided by sponsors,
- Close interaction with school’s Partnership Department for internal partnerships,
- Coordinating the sponsors prior and during the Summit, and facilitate their experience,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Update them about your department’s events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to:
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member’s task progress.

#### **THE PROFILE WE ARE LOOKING FOR**

- Committed, serious, eloquent, charismatic and extrovert person, able to approach, sell and negotiate with companies.
- Candidate must have a tactful and diplomatic way of speaking and writing while also being able to sell YHS and convince partners.

**The Head of Partnership reports to Martina Eha, Executive Board Member overlooking Partnership and Speakers.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

#### Head of the YHS Community

#### **KEY RESPONSIBILITIES\***

- The Head of Community is responsible to research and recruit hospitality schools and universities all around the world to participate to the Summit by sending student delegates,
- Keeping track of participants and their stage in the process,
- Coordinating with the Logistics Department and the Executive Board in order to restrict the number of delegates,
- Organizing the delegates selection process at EHL and at participating universities,
- Enforcing the delegates selection process in the participating universities and encourage the following of the rules. Examine and select the participating universities' delegations.
- Informing delegates about all necessary preparations prior arrival in Lausanne,
- Assisting during the visa application process of delegates and accompanying faculty members,
- Assisting as communication channel between the participating universities and the YHS Executive Board,
- Organizing the accommodation for the school delegations,
- Encouraging the dialogue among the delegates before the Summit,
- Building the YHS Community network on the social and professional media,
- Setting up the database with all past delegates and team members in collaboration with the Marketing and Press Releases Departments,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Update them about your department's events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to:
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member's task progress.

#### **THE PROFILE WE ARE LOOKING FOR**

- Committed, serious, professional, passionate and extrovert person, able to promote YHS to academic institutions all around the world.
- Candidate must be comfortable in email exchanges and telephone calls, candidate must have a methodological self-organization and ability to work in a team.

**The Head of the YHS Community reports to Luca Staderini, Executive Board Member overlooking Community, Finance and Logistics.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

## Head of Speakers

### **KEY RESPONSIBILITIES\***

- Choosing the 8<sup>th</sup> Edition's topic of discussion,
  - You and your assistant will choose a relevant issue or area of interest within the industry, which will determine the entire theme of the Summit,
- Executive recruitment of keynote speakers and panel attendees,
  - This includes everything from the first contact to scheduling their individual program and organizing their stay and experience during the Summit,
  - Speakers and panelists are executives and leaders of the industry and is therefore required a high level of professionalism and knowledge of the industry,
- Planning and organizing workshops with external companies,
  - These workshops will be attended by both delegates and EHL students,
  - Make sure of the relevance of the different workshop ,
- Updating the YHS team on the latest news of the industry related to the Summit's topic,
- Delegation and recruitment of Masters of Ceremony,
- Decide on the moderators for the panel discussions (teachers, staff or external...),
- Close interaction with the partnership department to coordinate with the speakers proposed by partner companies,
- Organizing of the Summit's schedule with other HOD's,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Update them about your department's events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to:
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member's task progress.

### **THE PROFILE WE ARE LOOKING FOR**

- Committed, serious, professional, eloquent, charismatic and extrovert person, with true passion for the industry and knowledgeable of the latest trend and happenings.
- Candidate must be comfortable in dealing with executives of the industry.

**The Head of Speakers reports to Martina Eha, Executive Board Member overlooking Speakers and Partnership.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

#### Head of Press Relations

#### **KEY RESPONSIBILITIES\***

- Responsible for producing professional press releases before and after the Summit and to document all events during the Summit,
- Sending out all major Summit news to hospitality publications,
- Publishing all news that are not the focus of a press release e.g. The YHS Ranking,
- Managing all website and social media channels content,
- Gaining new media partnerships for stronger representation in order to widen the exposure of the Young Hoteliers Summit,
  - Some of our previous media partners are Hospitality News Now, 4Hoteliers, The Hotel Yearbook and others,
- Publishing news within EHL (students and staff), and to the Alumni Network,
- Engaging with the Press Departments of the participating universities in order to publish also on their internal channels to further increase the reach of YHS,
- Constant news feed during the Summit to engage the whole hospitality community, not just those on campus,
- Generating material and text for the Partnership Department occasionally,
- Coming up with innovative ideas how to promote YHS in the hospitality industry,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Update them about your department's events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to:
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member's task progress.

#### **THE PROFILE WE ARE LOOKING FOR**

- Committed, passionate and extrovert person, with native English speaking and writing skills.
- Candidate must have a strong interest in communication and journalism and passion for writing as well as ability to sell YHS to media partners and convince them to cover the event.

**The Head of Press Relations reports to Nicola Hirzel, Executive Board Member overlooking Press Relations and Marketing.**

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## **Heads of Department**

### 2017 Recruitment

#### Head of Finance

#### **KEY RESPONSIBILITIES\***

- Organizing and monitor departmental budgets with various Heads of Departments.
- Organizing and monitor the overall YHS budget,
- Working with Partnerships Department to monitor sponsorship sums, assuring sufficient funding for YHS activities,
- Working with the Logistics Department to support the organization of the F&B concepts and events to ensure sufficient funding and communication with the school supply and purchasing departments,
- Approving and monitoring all YHS expenditure,
- Liaising with school administration regarding payments to suppliers and reimbursements to YHS committee members,
- Monitoring all expenditure, cash inflows and outflows in relevant documentation,
- Creating regular reports to update Executive Team on state of finances,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Update them about your department's events,
  - Get information on what is happening in other departments,
  - Discuss future steps,
- Attending weekly meetings to:
  - Update your team about the progress going on in other departments,
  - Distribute tasks for upcoming events,
  - Follow up on each team member's task progress.

#### **THE PROFILE WE ARE LOOKING FOR**

- Committed student passionate in finance and accounting, preferably with previous experience as head or finance assistant in another committee.
- Candidate must be an independent person with rigor and good analytical skills.
- Good proficiency in excel.

**The Head of Finance reports to Luca Staderini, Executive Board Member overlooking Finance, Logistics and Community.**

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# Young Hoteliers Summit

## **Heads of Department**

### 2017 Recruitment

## HR Coordinator

#### **KEY RESPONSIBILITIES\***

- Recruiting YHS Team members supporting the Heads of Departments the forthcoming semester,
- Assisting the Head of Community in organizing the recruitment of participating universities' delegations as well as the EHL delegates,
- Assisting the Head of Speakers in recruiting the Masters of Ceremony,
- Organizing training and workshops for YHS Team members,
- Organizing team building activities for YHS Team members,
- Facilitating interdepartmental communication,
- Drafting contracts for external companies employed by YHS,
- Updating the hand over database with information for the following edition's organizing team,
- Supporting the Executive Board with administrative tasks,
- Attending weekly meetings with other HODs and the Executive Board to:
  - Get information on what is happening in other departments,
  - Discuss future steps.

#### **THE PROFILE WE ARE LOOKING FOR**

- A committed, charismatic and proactive person with interest in Human Resources and passion in creating a team spirit and team dynamics.
- Candidate must be on campus for the next two forthcoming semesters.

**The HR Coordinator reports to the Executive Board.**

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