



# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## **Constitution of Asian Law Students' Association (ALSA)**

Article 7 Section 10:

### *Section 10. Directors of ALSA International*

To support the duties of the International Board in realizing ALSA's vision and purposes/objectives, the International Board may appoint any Director, subject to other provisions within this Constitution and the Book of Guidelines.

#### *Section 10.1. Duties of Directors*

Each Director shall have prescribed specific duties and responsibilities or be appointed to carry out a specific task under the responsibility of the International Board.

#### *Section 10.3. Appointment of Directors*

The International Board shall appoint one or more Director for each position after the approval of the creation of the position. The proposal for the creation of Director positions may indicate potential candidates for the relevant positions.



# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

The positions of directors for the ALSA International Board 2019/2020 consist of:

**President:**

- 1) Director of Strategic Management
- 2) Director of External Affairs and Development

**Vice President of Academic Activities:**

- 3) Director of Academic Publication
- 4) Director of Moot Court Competition

**Vice President of Training, Exchange and Development:**

- 5) Director of Legal Training and Development
- 6) Director of Student Trainee Exchange Programme
- 7) Director of Organizational Training and Development

**Vice President of Public Relations and Marketing:**

- 8) Director of Information, Communication and Technology
- 9) Director of Media and Operation



# ASIAN LAW STUDENTS' ASSOCIATION

## INTERNATIONAL BOARD

### PRESIDENT

#### Position:

- 1) Director of Strategic Management
- 2) Director of External Affairs and Development

#### 1) Director of Strategic Management

##### a) Objectives of Position

The role of *Director of Strategic Management* is targeted to deal with the core of Asian Law Students' Association ("ALSA"); to build the organization from the inside starting with the rules and regulations governing it with the intention to create a better workplace through compliance of relevant rules for all members of ALSA. Additionally, the primary *foci* of the Director of Strategic Management is to provide ALSA International with advices regarding compliance to rules and regulations as well as general courses of actions needed to be taken to correct the situation.

As our organization grows from strength to strength, it is necessary for us to re-organize ourselves and to re-look on our focus/direction moving ahead. First, we have to ensure that our goals and objectives remain relevant in today's market but more importantly, whether we are actually working in that direction. Secondly, as a law students', we need to be mindful of the rules and regulations in placed. In that regard, we need to comply with our Association's Constitution and Book of Guidelines while making sure that the clauses and provisions are still relevant and up-to-date with the current operation.

SECRETARIAT  
FACULTY OF LAW

UNIVERSITAS INDONESIA, 16424, INDONESIA, KAMPUS UI - DEPOK



# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## **b) Motivation**

Amongst all things, Director of Strategic Management shall be motivated by passion for ALSA as a whole and shall also possess the appropriate skillsets and experiences to work hand in hand with external organization and internal National Chapters.

The above cannot occur in a vacuum and as such, it is increasingly crucial for ALSA to benchmark and learn from other similar organization in terms of size; vision and objectives.

Lastly, the Director is expected to ensure that all activities or processes within ALSA are in compliance with the rules and regulations of our association by highlighting any irregularities to the attention of the President.

## **c) Duties and Deliverables**

The Director of Strategic Management would come under the direct purview of the President of the ALSA International Board 2019/2020 and will work closely to assist her in various matters. The following are the position's duties/responsibilities:

- i. Conduct Engagement Exercise with the National Chapters;
- ii. Benchmark ALSA with external organization;
- iii. Re - organize the ALSA Constitution and Book of Guidelines;
- iv. Refurbished the Reference Book;
- v. Ensures compliance with the rules of our association and provide appropriate advices whenever needed; and
- vi. Assist the President to look for specific constitutional provisions / rules under the BOG which are needed most of the time



# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## **2) Director of External Affairs and Development**

### **a) Objectives of Position**

Director of External Affairs and Development would assist the President based on Section 4, particularly Section 4.1 of the ALSA Constitution, which are to:

- a. Represent the International Board in membership, expansion and external relation matters;
- b. Represent ALSA in communicating with external organizations

### **b) Motivation**

In recognition of the absence of the position directly under the purview of the President that deals with the Presidential duty to represent ALSA in expansion and external relation matters, Director of External Affairs and Development will fill in this lacuna.

As of 2019, there has been more than 15 active Memorandum of Understandings (MoUs) signed between ALSA (this include MoUs from different department and events) and external organizations to which therein ALSA has more than 10 obligations to ensure deliverables. Post-event sponsorship report (to be sent to our partners) and impact assessment report has also been an increasing workload for the departments hosting the events. In recognition of the importance of the quality of the post-event sponsorship report and year-end sponsorship report (to be sent to our partners) and its importance to ensure long-term relationships with the existing partners/sponsors, a dedicated position has to be there to assist the President to manage ALSA's increasing pool of partners/sponsors and to ensure ALSA's compliance with its obligation under different MoUs of each of its programs.

There has also been increasing importance of pro bono among the Asian Law Students, particularly our members. The timely introduction of this position will assist the President in pro bono activities and initiatives as well as the existing role per described.



# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

Director of External Affairs and Development which is directly under the purview of the President will not only assist ALSA as a whole in sponsorship seeking, but will be a readily available resource to all department's initiatives including the AIMCC, STEP, ALSA Conference and ALSA Forum.

## **c) Duties and Deliverables**

The Director of External Affairs and Development will work closely with the President and assist her on external matters. The following are the position's duties/responsibilities:

- i. Monitor and assist the fulfillment under every MoUs signed under ALSA International and its department;
- ii. Assure that donors are responsibly stewarded for their gifts and that strong relationships are maintained via the following methods which include (but not limited to):
  - a. Produce Year-End Sponsorship Report for ALSA International Partners;
  - b. Assist respective departments in its Post-Event Sponsorship Report for each events' partners;
- iii. Assist the President in actively seeking pro bono opportunities for ALSA members.
- iv. Assist and provide support in sponsorship/partnership seeking effort in every initiative of ALSA International; and
- v. Assist the President in any assignment basis.





# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## VICE PRESIDENT OF ACADEMIC ACTIVITIES

### **Position:**

- 1) Director of Moot Court Competition
- 2) Director of Academic Publication

### **General Requirement:**

- 1) Director of Moot Court Competition is required to:
  - a. Have experience of competing in international moot court competitions
- 2) Director of Academic Publication is required to:
  - a. Have a strong academic writing skill in English
  - b. Be a Law Major Student

### **1) Director of Moot Court Competition**

#### **a) Objectives of Position**

A quality moot court competition hosted by an organization had been successful in increasing the credibility and recognition of an association (ig. ILSA). AIMCC aims to do exactly that. In addition, ensuring the quality of the competition can contribute to ALSA's expansion by attracting more Asian law students to join ALSA and potential benefactors to support not only moot court but other ALSA-related activities. Thus, it is utmost importance for ALSA as a whole that AIMCC maintains its progression.



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## **b) Motivation**

Prominent moot court competition owed its success to manpower, coordination, vigor, and preparation of the origination committee through a constant flow of information.

**Organizing Committee in the host country will take care of the logistics while the technicality and content of the MCC are directly handled by the Director of MCC.**

This position exists for that—serving as conduit to strengthen and empowers to moot court competition process. Availability and responsibility of the Director of MCC is the key to the success of AIMCC. With his/her experience, Director of MCC will strengthen a competitive environment as well as ensuring neutrality of the competition by separating the host country from the content and emphasizing that AIMCC is an ALSA International-initiated program.

## **c) Duties and Deliverables**

- i. Accommodate available sponsors and tailored to their needs
- ii. Coordinate the functionalities of AIMCC successfully
- iii. Make AIMCC of a satisfying quality happen
- iv. Communicate with host country's Organizing Committee efficiently

## **d) Detail Job Description of the post**

- i. Take the initiative of a leading role in the operations of the AIMCC
- ii. Availability and eagerness to do all of the listed task
- iii. Have participated in at least one international moot court competition





# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## **a. Memorial Stage:**

- i. PR-ing the competition to attract ALSA/NON-ALSA Members (including promotional materials)
- ii. Coordinate with sponsors to write the moot problem/bench memorial
- iii. Creating partnership/sponsors proposal (package) and distributing it to the relevant institutions
- iv. Finding memorial judges for memorial scoring
- v. Available for contacting both from the VP of AA, interested sponsors/partners, and team
- vi. Revise/Tailored the existed rule of the AIMCC

## **b. Oral Pleading Stage:**

- i. Create materials needed for the competition (IG. Scoring Sheet, Trophy, Certificates)
- ii. Coordinate need and wants with the host country of the AIMCC
- iii. Available for contacting both from the VP of AA, interested sponsors/partners, and team

## **2) Director of Academic Publication**

### **a) Objectives of Position**

The four academic journals showcase the geographical and cultural diversity of ALSA as well as diverse areas of legal expertise and interest. The four journal projects aim to fulfill the need for increase communication and enhancement of understanding of legal studies among Asian countries, as well as the increase in recognition of ALSA among the International community.



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## a. Law Review

- i. The Director of Academic Publication is responsible for the editorial/publication process of two academic journals published by ALSA International including the ALSA Law Review and the Asian Journal of Legal Studies
- ii. The **ALSA Law Review** is a compendium of law reviews submitted from a carefully chosen pool of contributors in each national chapters. The journal seeks to provide ALSA members with a tool to enhance their academic writing skills and researching skills. **The topic of law review will be aimed at the contemporary legal issues that affects the international interest.**

## b. Asian Journal of Legal Studies

- i. AJLS is an open source journal of ALSA, whose contributors and audience include students, academics, professionals, and others interested in the field of Asian legal studies. The AJLS publishes articles relating to the study of the legal system of Asian Countries and features comparative legal analyses that is applicable to international framework as a whole.

## c. Legal Newsletter

- i. Local legal news is usually written in local languages and there is a difficulty surrounding anyone trying to gain access to it. Thus, preclusion inadvertently occurs to other nationals towards legal news/issues simply because it is written in different language or the news misses the international headline. The use and technology will aid in the overcoming these barriers and broadening the horizon of ALSA members living in different jurisdictions—giving them easy access to HOT legal news from thousand miles away.



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## **d. International Law Students' Journal**

- i. As the first project to be fully be collaborated between ALSA, ELSA, and AUSLA, the Director of Academic Publication will have to coordinate with their ELSA and AUSLA counterparts on the completion of this project. The ILSJ will be comprised of one legal article from ELSA, AUSLA, and ALSA respectively, and will be under the management of the ILSJ editorial board, which will be comprised of editors from all three associations. As the ALSA Director of Academic Publication, they will have to oversee the publication process of the journal, as well as the management of the ALSA editors within the ILSJ editorial board.

## **b) Motivation**

This position exists to oversee the formulation of two ALSA International Academic Publication, as well as the proposed International Law Journal project (between ALSA, AUSLA, and ELSA) seeing it all the way from its embryonic form to a soaring, scholar compendium. The person will have to make sure that the revisions and editorial process are done so in a careful and efficient manner. Vice President of Academic Activities seeks to have an academically skilled law student member who will oversee the publication process of the journals with passion for success and law.

Additionally, they will have to be punctual to meet in order to meet the demanding deadlines of the three publications under AA. The person will also have to be amicable in order for the AA Officers of each NC to approach them when need be and for them to be able to approach each NC for assistance.



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## c) Duties & Deliverables

Take the initiative of a leading role in the operations of the *Academic Publication*

### a. AJLS:

- i. Head the Editorial Board of the AJLS (Editor in Chief)
- ii. Select the Editorial Board Members with the Vice President of Academic Activities
- iii. Be in charge of the manage process of the AJLS and allocating the tasks towards the Editorial Board Members
- iv. Seek cooperation with National Boards, network of contributors, and the IB to promote and market the journal both internally and externally
- v. Manage website and social media of the AJLS
- vi. Report Progress of the Editorial Process to the VP of AA

### b. Law Review:

- i. Oversee the process of collection, revision, and publication of papers/articles
- ii. Finding overseeing lecturing
- iii. Suggest topics and work on drafts with the National Chapters
- iv. Assist and give advice to National Chapters on how to ensure the quality of papers
- v. Promote and market Law Review both internally and externally
- vi. Assist VP of AA in conducting the Legal Writing Competition
- vii. Report progress/concerns to the VP of AA



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**c. Legal Newsletter:**

- i. Oversee the process of collection, revision and publication of articles
- ii. Suggest topics and work on drafts with National Chapters
- iii. Assist and give advice to National Chapter on how to ensure quality of papers
- iv. Promote and market Law Review both internally and externally
- v. Report process/concerns to the VP of AA

**d. International Law Students' Journal:**

- i. Oversee the process of collection, revision and publication of articles
- ii. Select the ALSA Law Review Article to be included within the journal
- iii. Coordinate with AUSLA and ELSA officers on the publication process of the journal
- iv. Manage ALSA editors within the ILSJ editorial board





# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## VICE PRESIDENT OF TRAINING, EXCHANGE & DEVELOPMENT

### Position:

#### Positions:

1. Director of Legal Training and Development (Dir. LT&D)
2. Director of Student Trainee Exchange Programme (Dir. STEP)
3. Director of Organisational Training and Development (Dir. OT&D)

#### 1) Director of Legal Training and Development

##### a) Objectives of Position

The legal profession is constantly evolving and becoming more competitive each day. Students are required to be equipped with legal substantive and practical skills. With also the current growth of globalization, many institutions requires students to also understand other legal systems around the world. Through the Training, Exchange and Development (TED) Department, the Asian Law Students' Association (ALSA) hopes to help better prepare all of its members for the future career profession they will embark upon. Helping to realise this goal is the **Director of Legal Training and Development** ('Director of LT&D) who will share with the Vice President of TED (VP TED) the responsibilities of the **Legal Training and Workshop** (LT&W) and two branch programmes within **ALSA Law Society** (ALS), which are **Online Legal Training and Workshop**, and **Academic Sharing**.

LT&W, introduced in 2013/2014 term, aims to enrich the participants with extensive, practical skills and in-depth legal knowledge. Ever since it was introduced, LT&W has gradually grows overtime, having more participants from many national chapters and also partners with reputable institutions. Conducted usually for 5 days, LT&W covers seminar, training and workshop which would hopefully reach the purpose of this event. Due to the recent amendment of this event, this term's focus would be helping developing National LT&W and expanding the reach of this event purpose through it's online counterpart.

ALS, introduced in 2018/19 term, acts as an activity platform where all of ALSA members could participate. As an online based activity, this would enable all





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members and also alumni to partake without having to worry about spending money and also have more flexible time. With the ALS inauguration on 1<sup>st</sup> of June 2019, the International Board have received suggestions on programmes the members wanted. These suggestion was then implemented into four branch programmes, where two of these branch programmes, Online LT&W and Academic Sharing, will be supervised by the Director of LT&D.

## **b) Motivation**

This Director would *ideally* have many of the following qualities: committed, hardworking, organised, a team player, socially adept (i.e. persuasive and confident), in possession of good administrative skills (i.e. writing emails, letters, proposals, reports), linguistically exemplary (i.e. generally faultless grammar, spelling and punctuation, expanded vocabulary as well as clear and concise writing), attentive to detail, inclined to take the initiative and provide assistance.

## **c) Duties and Deliverables**

The duties and responsibilities of this Director include:

- a. LT&W
  - i. Accommodate National Chapter (NC) who wants to hold the international level,
  - ii. Assist the Host NC in planning and conducting the event;
    - Help find facilitators, speakers and sponsors;
    - Regularly check with the Organising Committee (OC) and report to the VP of TED; and
    - Help promote the event.
  - iii. Supervise all National LT&W conducted in each NC;
  - iv. Assist National LT&W if needed.
- b. Online LT&W (Branch programme of ALS)
  - i. Prepare plans for Online LT&W;
  - ii. Find speakers for seminar and workshop session;
  - iii. Preparing prior readings;
  - iv. Reassuring the event is well delivered;
  - v. Checking and confirming with VP TED before making any decisions;
  - vi. Collaborate with Public Relations and Marketing (PRM) Department for promotions; and



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- vii. Summarizing the event into highlights.
- c. Academic Sharing (Branch programme of ALS)
- i. Leading the discussion of Academic Sharing;
- ii. Conducting Academic Sharing three times;
- iii. Reassuring the discussion to flow;
- iv. Collaborate with PRM Department for promotions; and
- v. Summarizing the event into highlights.

## 2) Director of Student Trainee Exchange Programme

### a) Objectives of Position

As a platform to improve the members of ALSA as a whole, the TED Department provides a programme where members could enrich their practical and technical legal skill. Seeing the current flow of legal profession, it is very crucial for students to have work experience prior graduating. Through ALSA, members could have the experience of internship overseas in order to better prepare them for their future career profession. To help supervise this programme, the **Director of Student Trainee Exchange Programme** ('Director of STEP') will assist VP of TED in delivering the **Student Trainee Exchange Programme** ('STEP')

Adopted from European Law Students' Association's STEP in 2010, the Student Trainee Exchange Programme ("STEP") is an internship program that aims to enrich the practical and technical legal skills of ALSA Members. This program enables members to experience first-hand, real international work environment, and enjoy the benefits of renowned institutions all over Asia.

### b) Motivation

This Director would *ideally* have many of the following qualities: committed, hardworking, organised, a team player, socially adept (i.e. persuasive and confident), in possession of good administrative skills (i.e. writing emails, letters, proposals, reports), linguistically exemplary (i.e. generally faultless grammar, spelling and punctuation, expanded vocabulary as well as clear and concise writing), attentive to detail, inclined to take the initiative and provide assistance.





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## c) Duties and Deliverables

- i. Aid in the 'employer-hunting process' (i.e. searching for and establishing partnerships with suitable institutions to enable members to intern there)
- ii. Build internship cooperation with relevant organisations (e.g. ELSA whose STEP partners are open for ALSA members to intern at);
- iii. Follow up with NB TED Officers on their search for STEP partners and report to the VP of TED;
- iv. Facilitate the registration process and assist participants for their entire internship period;
- v. Formulate/amend the existing internship policy and assist participants for their entire internship period;
- vi. Prepare necessary documents including the STEP Specification Form;
- vii. Help promote the programme;
- viii. Assist in and oversee any internship programmes undertaken by a National Chapter or LC;

## 3) Director of Organisational Training and Development

### a) Objectives of Position

With the evolution of current legal profession, students are required to have a lot of skills. Aside from legal substantive and practical skills, students are also required to have organizational experience, international exposure, as well as good soft skills. Through the TED Department, ALSA provides answer for members who wants to acquire those skills. The **Director of Organisational Training and Development** (Director of OT&D) shall assist the VP of TED in delivering the **ALSA Organisational Training (AOT)** and two branch programmes within **ALSA Law Society (ALS)**, which are **ALSA Organisational Training Online**, and **ALSA LC Hear and Share**.

Introduced in 2016/2017 term, AOT allows participants to develop their soft skills such as leadership abilities and teamwork abilities, as well as knowledge of how ALSA works internationally. AOT also seeks to encourage ALSA members to contribute in ALSA and become boards in either local, national, or international. AOT in itself is divided into two branch programmes which are **Mock Governing Council Meeting** and **Alumni Sharing**.



# ASIAN LAW STUDENTS' ASSOCIATION

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ALS, introduced in 2018/19 term, acts as an activity platform where all of ALSA members could participate. As an online based activity, this would enable all members and also alumni to partake without having to worry about spending money and also have more flexible time. With the ALS inauguration on 1<sup>st</sup> of June 2019, the International Board have received suggestions on programmes the members wanted. These suggestion was then implemented into four branch programmes, where two of these branch programmes, Online AOT and ALSA LC Hear & Share, will be supervised by the Director of OT&D.

### b) Motivation

This Director would *ideally* have many of the following qualities: committed, hardworking, organised, a team player, socially adept (i.e. persuasive and confident), in possession of good administrative skills (i.e. writing emails, letters, proposals, reports), linguistically exemplary (i.e. generally faultless grammar, spelling and punctuation, expanded vocabulary as well as clear and concise writing), attentive to detail, inclined to take the initiative and provide assistance.

### c) Duties and Deliverables

The duties and responsibilities of this Director include:

#### a. AOT

- i. Cooperate with the OC (of the ALSA International Event where this programme is to be held) in planning and conducting it:
  - Regularly check with them and report to the VP of TED;
  - Create the programme rundown with the OC;
  - Create Mock GCM Cases;
  - Contacting Alumni/Motivators for Alumni Sharing Session; and
  - Determining Mock GCM Moderators.

#### b. AOT Online (Branch programme of ALS)

- i. Prepare plans for AOT Online;
- ii. Contact alumni to become speakers for Alumni Session;
- iii. Prepare Mock GCM / MUN cases;
- iv. Reassuring the event is well delivered;
- v. Checking and confirming with VP TED before making any decisions;
- vi. Collaborate with PRM Department for promotions;
- vii. Summarizing the event into highlights.





# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

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- c. ALSA LC Hear & Share (Branch programme of ALS)
  - i. Create discussion agenda;
  - ii. Collect and compile documents from participating LC;
  - iii. Distribute the agenda and compiled documents prior to the discussion;
  - iv. Chair the discussion;
  - v. Collaborate with PRM Department for promotions; and
  - vi. Summarizing the event into highlights.





# ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

## VICE PRESIDENT OF PUBLIC, RELATIONS & MARKETING

### **Position:**

- 1) Director of Information, Communication and Technology (ICT)
- 2) Director of Media and Operation

### **General Requirement:**

- 1) Director of Information, Communication and Technology (ICT)
  - a. Able to use and design different promotional materials such as posters and videos using program such but not limited to Adobe Photoshop, Adobe PremirePro, Adobe After Effects, and Adobe Illustrator;
  - b. Have a basic skill and understanding of website development and maintenance;
  - c. Have a basic skill and understanding on creating and maintaining various ICT-related applications.
- 2) Director of Media and Operation
  - a. Able to effectively use different social media platforms including Facebook, Instagram, Twitter, LinkedIn, and other social media platforms;
  - b. Have a basic skill of publishing contents on website;

### **1) Director of Information, Communication and Technology (ICT)**

#### **a) Objectives of Position**

Director of Information, Communication, and Technology ("Dir of ICT"), would assist Vice President of Marketing of Public Relations ("VP of PRM") based on article 7, specifically section 7.1 of the Constitution of ALSA, which are to:



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- i. Design and produce promotional materials for ALSA;
- ii. Creating a Design Standard Operating Procedure for a unified publication design;
- iii. Utilize the website and official social media channels to promote and publish ALSA materials and activities

## **b) Motivation**

The position of the Director of ICT is a crucial role for the working methods of ALSA International. Almost all of ALSA International publication creative aspect, which includes poster and video publication materials, are made by the Director of ICT. Furthermore, in progressing ALSA International as an organization that utilizes technology, the Director of ICT holds an important role on supporting the direction of the organization to achieve that goal.

Therefore, there are several criterions that the Director of ICT is expected to fulfill. The Director of ICT is expected to show a high degree of creativity inside his/her work, able to work in a tight deadline and fast-paced environment, committed to his/her work, shows the spirit and skills of a team player, and attentive to minor details inside his/her work. Ideally, the Director of ICT should also show a basic understanding of the principles of design and or understand the basic principles of website development including several basic languages that is commonly used during the development phase, such but not limited to HTML, JavaScript, and PHP.

## **c) Duties and Deliverables**

- i. Assisting the VP of PRM on creating a Design Standard Operating Procedure (DSOP) for the International Board of 2019/2020 to be used for future publications
- ii. Assisting the VP of PRM on designing and changing the contents of ALSA International Board website
- iii. Assisting the VP of PRM in transferring the server of the ALSA International Board website, which also includes archiving its contents
- iv. Assisting the VP of PRM in finding and transferring ALSA International Board email to a dedicated email system
- v. Assisting the VP of PRM in implementing the online Work Management System



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- vi. Assisting the VP of PRM in creating graphical and video publication materials that is needed by the International Board
- vii. Assisting the VP of PRM in designing merchandise to be produced by Director of Media and Operations

## **2) Director of Media and Operation**

### **a) Objectives of Position**

Director of Media and Operation ("Dir of M&O") would assist Vice President of Marketing of Public Relations ("VP of PRM") based on Article 7, specifically section 7.1 of the Constitution of ALSA, which are to:

- i. Plan and execute different social media contents for ALSA;
- ii. Utilize the website and official social media channels to promote and publish ALSA materials and activities

### **b) Motivation**

The Director of Media and Operation is the driving force behind the promotional strategy of ALSA as an organization. The Director of Media and Operation is also attributed as being the promotional face of ALSA International towards its members and event external parties. With the amount of responsibility that the Director of Media and Operation has, therefore, there are several criterions that the Director of Media and Operation is expected to have.

The Director of Media and Operation is expected show a high degree of creativity on making contents for social media publications, able to work inside a fast-paced environment with a tight deadline, committed to the work that is being worked on, able to socially mingle with other people both in formal and informal settings, shows the spirit of a team player, and attentive to minor details throughout the work.



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With the work being done by the Director of Media and Operation mainly on the platform of social media, the Director is then expected to be able to understand the functions of each social media. The Director of Media and Operation is also expected to effectively engage with other people – as stated before – for the purpose of marketing ALSA merchandises as well as maintaining a clear relationship between the International Board and the National Chapters.

## **c) Duties and Deliverables**

- i. Assisting the VP of PRM to create and publish publication contents on ALSA International social media accounts based on the type of publication and the request of respective ALSA International Department and other parties with the approval of VP of PRM
- ii. Assisting the VP of PRM to further engage with ALSA members and PRM Officers of each National Chapter to better understand each National Chapter
- iii. Assisting the VP of PRM to produce ALSA International Merchandise and selling them during ALSA International events whenever possible
- iv. Assisting the VP of PRM to create Publication Standard Operating Procedure (PSOP) for a unified publication template