



# ALSA

ASIAN LAW STUDENTS' ASSOCIATION

## DIRECTORS PROPOSAL

[alsainternational.org](http://alsainternational.org)

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

Article 7 Section 10:

### *Section 10. Directors of ALSA International* <sup>[L]</sup><sub>[SEP]</sub>

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* <sup>[L]</sup><sub>[SEP]</sub>

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 10.2. Creation of Director Positions* <sup>[L]</sup><sub>[SEP]</sub>

Director positions shall be proposed by the International Board to the Governing Council for approval. Proposal for each Director Position shall include details on the following:

1. *Visions and purposes/objectives of ALSA aligned with the Director position;*
2. *Motivation of the International Board for creating the Director position; and*
3. *Specific duties and deliverables of the Director position.* <sup>[L]</sup><sub>[SEP]</sub>

#### *Section 10.3. Appointment of Directors* <sup>[L]</sup><sub>[SEP]</sub>

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.

The positions of directors that are being proposed for the ALSA International Board 2020/2021 consist of:

### **President:**

1. Director of Foreign Affairs and Partnership
2. Director of Strategic Management

### **Secretary General**

1. Director of Transcription and Communication

### **Vice President of Academic Activities:**

1. Director of Academic Publication
2. Director of Moot Court Competition



## ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

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

1. Director of Student Trainee Exchange Program
2. Director of Legal Training and Development
3. Director of Organizational Training and Development

### **Vice President of Public Relation and Marketing:**

1. Director of Information, Communication and Technology
2. Director of Organizational Training and Development

## 1. President

### **Position:**

- 1) Director of Strategic Management
- 2) Director of Foreign Affairs and Partnership

### **1) Director of Strategic Management**

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

The proposed 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 reorganize ourselves and to relook 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, assist President by check and balance the Key Performance Indicators enforced by each National Chapters.

#### **b) Motivation**

Amongst all things, Director of Strategic Management shall be motivated by passion for ALSA as a whole and shall also possesses 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. It is targeted in the next year that the Director of Strategic Management would submit a report in Annual Forum 2021 indicating the results of the benchmarking exercise and also the report of Key Performance Indicator (KPI) Of NCs. 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 2020/20 and will work closely to assist him in various matters.

1. Benchmark ALSA with external organization;
2. Supervise the KPI of NCs;

3. Ensures compliance with the rules of our association and provide appropriate advices whenever needed; and
4. Represent ALSA International in a case by case basis per the Board resolution

## **2) Director of Foreign Affair & Partnership**

### **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 several 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. 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, AILTW, 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:

1. Monitor and assist the fulfillment under every MoUs signed under ALSA International and its department;
2. 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):



## ASIAN LAW STUDENTS' ASSOCIATION INTERNATIONAL BOARD

- a. Produce Year-End Sponsorship Report for ALSA International Partners;
  - b. Assist respective departments in its Post-Event Sponsorship Report for each events' partners;
3. Assist the President in actively seeking pro bono opportunities for ALSA members;
4. Assist and provide support in sponsorship/partnership seeking effort in every initiative of ALSA International; and
5. Assist the President in any assignment basis.

## Secretary General

### **Position:**

- 1) Director of Transcription and Communication

### **1.) Director of Transcription and Communication**

#### **a.) Objectives**

To assist the Secretary-General and Administration Committee in Administration work of ALSA and to facilitate the flow of information within Governing Council, National Boards and International Board. It is also important for the Director of Transcription and Communication to ensure that the meeting notice and agenda, meeting minutes and the meeting highlights are being published regularly as those documents and information represents ALSA.

#### **b.) Motivation**

The Director of Transcription requires to assist Secretary-General in doing agendas and minutes, assisting the IB President, the IB members, Governing Council, check and balance on International event procedures, reports, certificates, ALSA Pulse etc.

#### **c.) Duties and Deliverables**

- 1.) Assist the SecGen in transcribing the GCM/IBM minutes in order to establish efficient work
- 2.) Create google forms for Online Assessment for International Board assessment and collect them once in every 3 months
- 3.) Assist Sec-Gen in giving guidelines about documents
- 4.) Establish Live Meeting Transcript during GCM and IBM
- 5.) Assist Sec-Gen in collecting data for ALSA Pulse
- 6.) Conduct check and balance whether the programs are being conducted accordingly to the timeline.
- 7.) Make assessment of National Chapters alongside with Senior Officers for National Board Oscar.



## Vice President of Academic Activities

### **Positions:**

- 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
- b. Have experience in organising any type of academic competitive event.

#### **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**

- I. Oversee the organisation and running of the ALSA International Moot Court Competition (AIMCC)

The AIMCC is a simulated hearing of an International Investment Dispute Settlement. AIMCC seeks to enable law students to deepen their understanding of law and practice their legal skills. It is meant, further, to enhance research and advocacy skills whilst promoting networking amongst law students, encouraging the exchange of ideas and perspectives on contemporary legal issues, and, in turn, proliferating the development of the law. Unfortunately, the 2020 AIMCC had to be cancelled due to the pandemic. A quality moot court competition hosted by an organization will increase the credibility and recognition of an association (ig. ILSA- Jessup MCC). 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 progress.

#### **b) Motivation**

Prominent moot court competition owes 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**

1. Accommodate available sponsors and cater to their needs
2. Coordinate the functionalities of AIMCC successfully
3. Organize AIMCC and ensure it is carried out successfully with quality.
4. Communicate with host country's Organizing Committee efficiently
5. Look for strategic partners and sponsors

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

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

**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

**II. Oversee the organisation and running of the ALSA International Mediation Competition (AIMC)**

AIMC was a recent initiative by the Academic Activities department to spread the idea of mediation among law students. It was postponed due to the pandemic and is currently scheduled to be held in October 2020. The purpose of the inclusion of mediation as the AA department's flagship event is to expose ALSA members to diverse forms of dispute resolution. Mediation is fast becoming a popular ADR method in the world and ALSA intends to keep up with the evolving landscape of law. Mediation competitions are new territory for ALSA and the next Dir MCC will have to have a clear vision and execute that vision precisely. The next Dir MCC will have to gain information and insight from ALSA Malaysia as they will be the first to host AIMC this coming October 2020.

**a) Motivation**

Mediation competitions are similar to Moot Court competitions in terms of its organisation and also owe 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 mediation competition is directly handled by the Director of MCC. This position exists for that—serving as a conduit to strengthen and empower the mediation competition process. Availability and responsibility of the Director of MCC is the key to the success of AIMC. 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 AIMC is an ALSA International-initiated program. The Dir MCC will need to be resourceful and creative to ensure the development and success of AIMC as another IB flagship program.

**b) Duties and Deliverables**

1. Accommodate available sponsors and cater to their needs
2. Coordinate the functionalities of AIMC successfully
3. Organize AIMC and ensure it is carried out successfully with quality.
4. Communicate with host country's Organizing Committee efficiently
5. Look for strategic partners and sponsors

**c) Detail Job Description of the post**

1. Take the initiative of a leading role in the operations of the AIMC
2. Availability and eagerness to do all of the listed task
3. Have participated in at least one international moot court or mediation competition

### **III. You Speak Series**

You Speak is a talk series that was part of the effort to engage ALSA members during the pandemic. The series in its 4 parts has seen notable speakers who have taken part in esteemed advocacy competitions share their experiences, advice, and knowledge, based on their participation in these competitions.

The Dir of MCC will continue the you speak series by getting notable and interesting speakers, maintaining and increasing participation for each webinar, as well as organizing it.

## **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 fulfil 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

**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 chapter. 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.

**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.

**c) Duties and Deliverables**

1. Publish at least 8 'Law Review' at readiness of 2nd draft and above
2. Publish at least 1 Volume of 'Asian Journal of Legal Studies' (minimum of 2 pieces per volume)
3. Publish at least 3 Volume of 'Legal Newsletter' (minimum of 8 pieces per volume)
4. Publish at least 1 volume of the "International Law Students' Journal" (1 ALSA Article per volume)
5. Maintain and Update the E-Publication (Website) of each project

6. Publicize and make sure the availability of the Law Review, Legal Newsletter, ILSJ, and AJLS

**d) Detail Job Description to the post**

- i. 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

**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

## Vice President of Training Exchange and Development

### Position:

1. Director of Student Trainee Exchange Program
2. Director of Legal Training and Development
3. Director of Organizational Training and Development

### 1.) Director of Student Trainee Exchange Program

#### a. Objectives of Position

The Training, Exchange and Development (TED) Department provides a platform for members to enrich their practical and technical legal skill, as well as for them to experience a first-hand, real international work environment through Student Trainee Exchange Program (STEP), that will be under the joint responsibilities of the Director of STEP and the Vice President of TED.

#### b. Motivation

The Director of STEP need to possess the following qualities: committed, hardworking, organized, 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, expended 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 responsibility of this Director include:

1. Facilitate the registration process and assist participant for their entire internship period;
2. Prepare the amendment to the existing STEP Booklet that shall provide a clear and comprehensive guideline for participants;
3. Prepare the necessary documents including STEP Application Form and Assessment Letter;
4. Build internship cooperation with relevant institutions;
5. Aid in the process of searching and establishing partnerships with suitable institution;
6. Help promote the program;
7. Assist in and oversee any internship programmes undertaken by a National Chapter of LC.

## **2.) Director of Legal Training and Development**

### **a. Objectives of Position**

Among other things, ALSA as an association recognizes the importance of members being legally-skilled and internationally-minded, through its Training, Exchange and Development (TED) Department, ALSA aims to enrich members with knowledge in law, practical skills, and international exposure. To realize this goal the Director of Legal Training and Development (Director of LT&D) along with the Vice President of TED will share the responsibility of Legal Training and Workshop as well as ALSA Law Society (ALS).

At its creation in the 2013/2014 term, ALSA International LT&W includes a five-day activity that covers seminar, training sessions, symposiums, legal visits and such. However, in 2019/2020 term, there is a change of LT&W nature which focuses on assisting the development of National LT&W and to reach the event purpose by means of online LT&W.

ALSA Law Society is an international online-based shared-interest group composed of members with similar passion in certain legal areas. ALS enables all members and alumni to participate in the activity without cost because this program is mainly conducted through Facebook group.

### **b. Motivation**

The Director of LT&D needs to possess the following qualities: committed, hardworking, organized, 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:

- (1) For LT&W, to:
  - i. Aid in the process of searching for speaker for LT&W online;
  - ii. Aid in the preparation of LT&W online;
  - iii. Help find a National Chapter (NC) to host ALSA International LT&W;
  - iv. Assist the host NC in Planning and conducting ALSA International LT&W:
    - Help find facilitators, speakers and sponsors;
    - Regularly check with the Organizing Committee (OC) and report to the VP of TED; and
    - Help promote the event.
  - v. Help encouraging NCs to hold LT&W in National level;
  - vi. Assist any NCs interested to hold a National LT&W and oversee said program, it includes but not limited to:
    - Help finding speaker and sponsors; and
    - Help in determining academic theme of the event;
- (2) For ALS, to:
  - i. Facilitate the research team recruitment process and assist them in the entire Academic Sharing period;



- ii. Help deciding on the topic of Academic Sharing;
- iii. Help manage the ALSA Law Society Facebook group;
- iv. Help promote the program;

### **3.) Director of Organizational Training and Development**

#### **a. Objectives of Position**

With the constant evolvement and ever so competitive field of legal profession, law student is expected to not only possessed knowledge, but also all-rounded, equipped with practical skills in law and organizational experiences. Therefore, through the Training, Exchange, and Development (TED) Department, serves to enrich members with the abovementioned abilities. To reach this objective, the Director of Organizational Training and Development along with the Vice President of TED will share the responsibility of ALSA Organizational Training (AOT) and ALSA Local Chapter Hear and Share (ALSA LC H&S)

ALSA Organizational Training (AOT) was Introduced in 2016/2017 term with the aim to provide deeper understanding on the inner working ALSA International to all members along with enhancing their leadership and teamwork skills. AOT also aim to encourage members to contribute back in ALSA by actively participating in ALSA programs or by becoming boards member in either local, national, or international level. AOT is conducted in two parts, namely Alumni Sharing and Mock Governing Council Meeting (GCM).

Meanwhile, ALSA LC H&S serves to facilitate interaction among ALSA members, by providing a free-of-cost platform for the exchange of ideas concerning the academic activities, training, exchange and development, as well as public relations and marketing programs of a specific Local Chapter.

#### **b. Motivation**

The Director of OT&D need to possess the following qualities: committed, hardworking, organized, 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, expended 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:

##### **(1) For ALSA LC H&S, to:**

- i. Assist NCs in the process of finding LC representative;
- ii. Divide participating LCs into groups;
- iii. Set the commencement date of LC H&S;
- iv. Create a suitable guideline to explain the technicalities of the program;
- v. Collect and compile documents from LC representatives;
- vi. Distribute the guideline and compiled documents to LC representatives prior to the session;
- vii. Chair the session.



**(2) For AOT, to:**

- i. Cooperate with the Organizing Committee in planning and conducting AOT;
  - Create the programme rundown;
  - Conduct regular meeting with OC;
- ii. Cooperate with the Organizing Committee in finding Alumni speaker;
- iii. Help in searching for Alumni Speaker and contacting potential speaker;
- iv. To appropriately revise the AOT guideline;
- v. Create Mock GCM cases and grouping;
- vi. Oversee the commencement of Mock GCM and Alumni Sharing

## Vice President of Public Relation and 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 as Adobe Photoshop and other related programs;
  - b. Have a basic skill of designing contents for website publication.
- 2) Director of Information, Communication and Technology (ICT)
  - 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:

1. Design and produce promotional materials for ALSA;
2. Utilize the website and official social media channels to promote and publish
3. ALSA materials and activities.

#### b) Motivation

The existence of Director of ICT will increase the efficiency and awareness of our promotional materials since Director of ICT will assist the duties of VP of PRM by maintaining each ALSA International promotional material in terms of:

1. Colours of each material;
2. Placement of ALSA logo;
3. ALSA Contact Information;
4. Deciding when is the ideal prime time for posting; and
5. Making video reviews for ALSA International events.

Director of ICT would also assist VP of PRM in terms of designing different contents to be posted on ALSA International website and social media. For ALSA International website, Director of ICT will sustain and maintain the contents and theme of our website and would assist VP of PRM in terms of maintaining and increasing the awareness of ALSA official social media.

### **c) Duties and Deliverables**

1. Assist the VP of PRM in terms of designing our website, posters on social media, magazines and proposal;
2. Assist the VP of PRM to design ALSA Merchandise; and
3. Assist the VP of PRM to make video reviews in each international events.

## **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:

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

### **b) Motivation**

Regarding the terms of "Media", Director of Media and Operation would increase the efficiency of PRM Office, in terms of:

1. Standing as the 2nd person-in-charge for keeping all of ALSA social media updated;
2. Assisting the VP of PRM in regards with ALSA social media;
3. Assisting the VP of PRM in regards with the content which will be posted in the social media platforms;
4. Develop a strategy to raise awareness of ALSA at an international level; and
5. Working with Dir of ICT in terms of making a unified brand for ALSA.

In general, the terms of "Media" would increase the existence of ALSA as a whole organisation both externally (in terms of maintaining the consistency of contents in every social media), and also internally (in terms of having a brand for ALSA as a whole organisation).

In regards with the terms of "Operation", Director of Media and Operation would also be the 2nd person-in-charge for maintaining and sustaining the ALSA Merchandises, in terms of:

1. Producing ALSA Merchandise;  
Market the ALSA Merchandise; and
2. Sustain the ALSA Online stores on ALSA International website

In general, the terms of "Operation", the Dir of M&O would assist PRM office to promote and increase the awareness of our ALSA social media and Merchandises.



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### c) Duties and Deliverables

1. To provide advertising content for all ALSA International Social Media platforms with regards to caption and engagement with followers ◆
2. To assist initiatives and events under ALSA International Board PRM ◆
3. To effectively promote events under International Board and Collaboration with National Chapters

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