



BOARD RECRUITMENT

Information brochure

About

Founded in 2004, the Chinese Student Association Erasmus University Rotterdam (CSA-EUR) has grown into the largest cultural student association on campus. The purpose of CSA-EUR is to create a community through which students can develop themselves professionally, create a social network, and enhance mutual cultural understanding.

CSA-EUR has a great reputation of being an open community with a family-like feeling. Focused on people with an affinity with China, the association has become an international environment embracing all cultures.

Through a flat organizational structure, the execution of activities happen in a transparent manner, encouraging General, and Active members to grow within a supportive environment.







Board

Why CSA-EUR Board?

Managing CSA-EUR Board gives you the opportunity to operate in a dynamic environment and provides many experiences that prepare you for your career. We offer you a place to foster your entrepreneurial mindset and give you a platform to make impact through your ideas. Working closely with all committees and other Board members, you will learn your personal strengths and weaknesses of being a leader and managing people and projects. Being Board member also allows you to get in contact with many people. Whether it is successful alumni, recruiters from corporates, or inspiring speakers from other companies, you will grow a large social and professional network that lasts for a lifetime.

With around 40 active members and more than 50 events a year, you get hands-on experience on managing within a cross-cultural context and realizing goals within a challenging market. With events ranging from social drinks to an annual conference, being Board member is a perfect position to develop your interpersonal and professional skills. Taking a leadership and management position like this is a unique experience you will not find elsewhere.

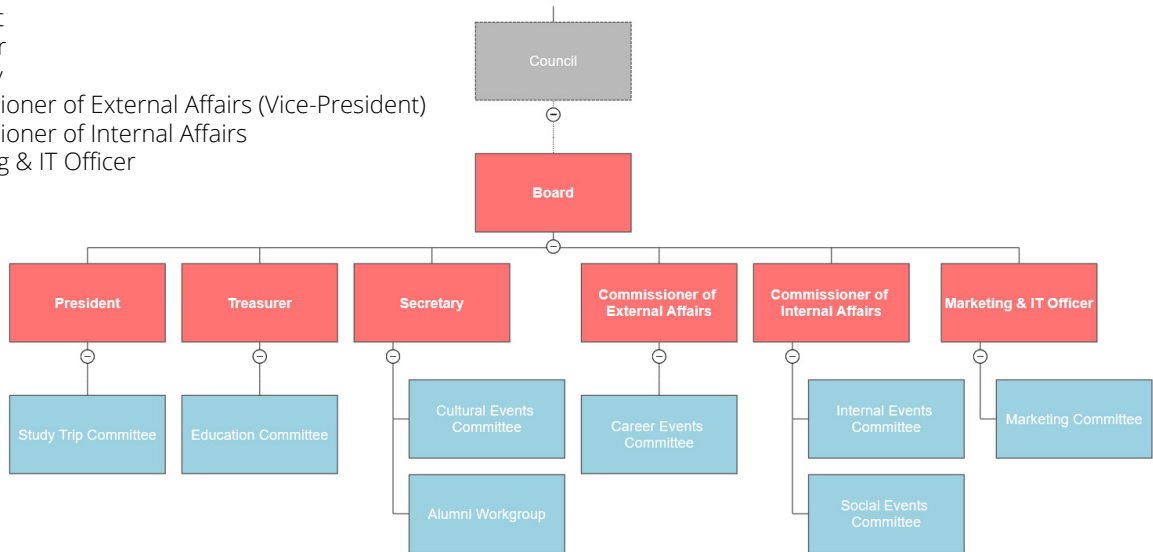
Outside the professional field, you will participate in many fun activities as well. As Board member you get in touch with many people and spend time with them through both internal and external activities. Through team buildings, dinners, a gala, and many other events, you are guaranteed to get the most out of your student life!

Structure

Board

The Board of CSA-EUR has six positions:

- President
- Treasurer
- Secretary
- Commissioner of External Affairs (Vice-President)
- Commissioner of Internal Affairs
- Marketing & IT Officer



Committees

Board members manage Active members within seven committees and one workgroup:

- Alumni Workgroup
- Career Events Committee
- Cultural Events Committee
- Education Committee
- Internal Events Committee
- Marketing Committee
- Social Events Committee
- Study Trip Committee

President

Description

The President leads, represents, and is end responsible for the growth of CSA-EUR. The close work with Board and Active members requires you to have the best interpersonal skills. You are able to lead a group of people and motivate them to perform well. You also represent the association at both internal and external events. You are ready to approach, and to be approached, by members, companies, and partners. Additionally, you set and apply a strategy for optimal growth while juggling between different interests of different stakeholders. With so many activities happening around you, you are able find structure and direction. Problems are visible to you before they happen and you know how to solve them. All together, you are an all-rounder who knows the optimal strategy, utilizes the potential of the association, and takes the end responsibility for a healthy performance of CSA-EUR.

List of responsibilities

- Leading the association
- Representing CSA-EUR to members and partners
- Setting strategy for the growth of CSA-EUR
- Maintaining the relationship with EUR
- Taking overall responsibility



“Learning how to apply my vision while keeping all the stakeholders happy turned out to be a unique experience I would not have been able to learn anywhere else. Being President turned out to be a great test for my strategic and interpersonal skills.”

Secretary

Description

As the secretary your main responsibility is to maintain the relation with all members and other stakeholders of CSA-EUR. The satisfaction and well-being of the members is your number one priority. You will work closely with board and assist them where needed to achieve this. The secretary is also responsible to keep everyone updated about the upcoming events and news regarding the association through monthly mailings. You will make the minutes of the weekly board meetings and the general members assembly. Another task of the secretary is to support the Alumni workgroup. You will keep attracting our alumni and organize events for them. The diverse responsibilities you have as a secretary makes your role very multifaceted and dynamic.

List of responsibilities

- Contact with all members of CSA-EUR
- Contact person for different stakeholders
- Supporting the alumni workgroup
- Taking care of the monthly mailings
- Making minutes of board meetings and general assemblies of members
- Leading the Cultural Events Committee



“The large variety of responsibilities during my board year gave me the opportunity to develop myself both personally and professionally. The challenges I have faced turned out to be one of the most valuable learning moments during my study. It has truly been a great experience to work so closely with my fellow board members to achieve our common goals.”

Treasurer

Description

As the Treasurer of the CSA-EUR board, it is crucial for you to create a healthy financial environment inside the association. In general, you are responsible for budget allocation, transactions administration and overall financial situation. You are not only in contact with your fellow board members but also with each committee regarding their financial issues. During this year, you need to make sure the whole association is running and growing on the right track. It is also essential for you to make decisions in difficult situations. Besides, you will develop your personal skills during this wonderful year with your board members! Are you up for this challenge?

List of responsibilities

- Guarantee a healthy financial situation
- Create a general budget overview and update it when needed
- Financial administrations and policy
- Communication between committees regarding their financial situations



“Being the treasurer of CSA-EUR was a great opportunity for me to develop my hard skills and create a social network. Besides the hard work, it was also fun to set strategies and solve problems together with my fellow board members. In general, I think I have made the right decision to be the treasurer of CSA-EUR which helps me learn a lot that I would not experience in any other way.”

Commissioner of External Affairs, Vice President

Description

As the Commissioner of External Affairs of CSA-EUR, you are representing the association in the corporate and academic world. You will work closely with the Board, your Career Events committee members and the external parties: thereby enhancing your team playing skills in a leadership role. Your tasks can be mainly split into three parts. First of all, you are the money-maker of the association. The success of your events is strongly correlated with the acquisition revenue you acquire. Next to this, you are responsible for the China in Focus Career Days and all other career events. You will need to maintain and expand the network with large multinational companies as well as smaller start-ups. On top of this, as the Vice-President, you are also setting the strategy goals of CSA-EUR and implementing them together with the President and the rest of the board. Creating win-win situations, building long-term relationships and negotiating contracts are top priorities of this challenging and rewarding role.

"This board year has truly been a roller-coaster ride where I got the chance to challenge myself both personally and professionally. Working closely with my fellow board members and leading my career events committee to work towards the same goals and thereby organizing the biggest China in Focus Career Days of CSA-EUR has been the most exciting and rewarding part of this unique position."



List of responsibilities

- Co-leading the association
- Creating and implementing the acquisition strategy
- Managing the contact with all external parties: ranging from big corporate partners to smaller start-ups to restaurant partners
- Organizing the biggest Chinese-Dutch recruitment event: China in Focus Career Days
- Arranging workshops and in-house days provided by companies
- Leading the Career Events Committee

Commissioner of Internal Affairs

Description

You will be in charge of managing all internal related activities. CSA-EUR is well-known for its strong family culture. It is, therefore, the task of the commissioner of internal affairs to maintain and improve the quality of this relationship. You will be responsible to organize all the internal team buildings for the active members. As part of the personal development plan, you will also help them grow into their committee position and stimulate teamwork. Build a group of enthusiastic and motivated active members, while constantly maintaining and updating the active members' database. Furthermore, it is your responsibility to organize the recruitments for active and board members. This entails making a recruitment plan and scheduling interviews. Lastly, it is your duty to provide evidence of the internal health made in reports for the Board and advisory bodies. Therefore, conducting surveys is an integral part of the work of the commissioner of internal affairs.

List of responsibilities

- Maintain a healthy internal culture.
- Administer the personal involvement and social development of Active Members
- Shall act as the confidential advisor for active members
- To ensure the internal laws and policies are followed by the board and the active members.
- Administer and monitor the internal policy.
- To oversee the recruitment of, respectively, the active members and the board.
- Facilitate communication between active members and the Board.



"I truly enjoyed the social aspect of my position. Every day, interacting with our active members to connect, stimulate and motivate them, created great friendships. This is what brought me to work for CSA-EUR with great enthusiasm. As Commissioner of Internal Affairs, you will have one of the utmost responsibility to maintain and enhance the internal social dynamics. To know that you contribute to the association's external growth this way is very rewarding."

Marketing & IT Officer



Description

The Marketing & IT Officer is responsible for the brand perception of CSA-EUR and his/her main goal is to increase brand awareness through various promotion channels. The duties of a Marketing & IT Officer can be quite diverse where promotion is just one element of the job. As the Marketing & IT Officer you are in charge of developing and formulating a solid marketing plan/strategy for CSA-EUR where you plan the direction of all marketing activities. In addition, you are also head of the Marketing Committee, and you have to ensure that all promotional activities for the other committees are executed smoothly. Other key responsibilities include identifying target markets and how to best reach them, the research on external opportunities and the measurement of success, the process of collecting and analysing data (e.g. website analytics), which you can use to think of ways to make your strategy more effective.

“Being Marketing & IT Officer as well as the head of Marketing is definitely a job that should not be underestimated. It has been a busy but rewarding year, and I believe that CSA-EUR’s brand presence really has reached beyond thanks to the many activities put forward, for example China in Focus 2019.”

List of responsibilities

- Leadership potential; ability to lead and motivate a team
- Being able to keep overview but also giving attention to details
- Creative approach
- Adobe skills are preferred (Photoshop, Illustrator and InDesign)
- Know the basics of WordPress or willing to learn
- Proactive and initiative-taking attitude
- Excellent communication, organizational and planning skills



Year Overview

2020

08
APRIL

Study Trip China

07
FEB

China in Focus

Actives Weekend

05
OCT

Gala

06
DEC

04
SEPT

Moonfestival

03
AUG

Eurekaweek

Transition period

01
JUNE

Start acquisition

02
JULY

2019

Testimonials

Fuj Ming Hu

Commissioner of Internal Affairs 14th Board CSA-EUR

Even though my function as internal relations/cultural events manager is over, I can say that I still feel very connected to CSA-EUR and enjoy attending the events that our successors organise. It is always nice to see the growth within the organization. Every year small steps are made to professionalize the organization, and to see that you've been a part of that all is just wonderful!

My role as an internal relations manager was to make sure that the actives would feel at ease with each other and to build that strong CSA-EUR family feeling. I am pleased to see that the actives of last year are still hanging out with each other regularly and still want to be a part of CSA-EUR.

As a past cultural events manager I was challenged to create new and innovative events with my committee. To work with a committee of five members has also taught me to divide the workload and make sure that everyone is as efficient as possible. Next to the many memories and the friends I've made, it was a learning process in which each hardship taught me to think out of the box and brought me new insights in problem solving.

I can definitely recommend everyone to go for it and take on this new challenge!

Steven Fu

Commissioner of Internal Affairs / Head of Study Trip Committee

As commissioner of Internal Affairs of the 15th Board of CSA-EUR, it is my foremost responsibility to maintain a healthy internal culture. For this year, it is needless to say, we have truly become a family. Being commissioner of internal affairs is the most social position of the Board. I keep in contact with all the committee members, and a day that I don't interact with active members of the association is very rare.

What I love the most about my position is to watch a group of people become a team, creating wonderful events but also creating lasting relationships. Furthermore, as the head of the Study Trip committee, I also have the great responsibility to look into the matters of the organization of the annual study trip to China; to organize one of CSA-EUR's flagship event to be a well-balanced business, cultural and social trip. An old wisdom says that the world is like a book and that those who do not travel read only one page. It is therefore true that visiting and exploring China is like opening a great book with innumerable pages to read. It is the goal of our study trip to this country to gain a better understanding of the similarities and difference among different cultures. To help the participants develop their sense of appreciation for cultural differences and increase their awareness of the impact that these differences can have on interpersonal work relations as well as the impact it can have, interculturally, on the way of doing business in general. The more we realize our cultural differences, the more we can seek ways to find our shared cultural similarities. And through this open and willing cultural exchange, we can bridge the world.

I gained a lot from this year as a board member. Not only did I make lifetime friends, but I also have never met so many new people in one year. This is what inspires me and brings me to work for CSA-EUR with great enthusiasm.

Practical information

Information sessions

Curious about developing your professional skill set? Feel free to visit our Board Information Drinks on March 11th and April 9th at In de Smitse where the current Board will share their stories and answer all your questions regarding Board recruitment. You are also always welcome to stop by our office at PT-068 to ask any questions or to have a chat with us!

Board period

The beginning of your Board position is in June 2019. This is a one month period in which you are trained for your function. After that, the Board is ready to take over where the previous Board left. You are fully responsible for your position from July 2019 until June 2020.


Application process


The application for the 16th Board begins by sending us your CV and motivation letter. After a CV selection, you will be invited for an interview. During this interview we will discuss our mutual expectations and give you a few case scenarios to solve.

Who are we looking for?

Whether you are Chinese, Dutch, or International, as long as you are willing to develop yourself in a challenging environment, you are at the right place. As long as you stand behind the purpose of CSA-EUR, there is a place for you to contribute to the association. Your match within the Board is based on your knowledge of CSA-EUR and your ambitions to grow.





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