

hotel  
**ezra cornell**

showcasing hospitality education through student leadership

HEC 100 Job Description Manual

Sarah Newcomb, Managing Director  
Yolanda Rodriguez, People & Culture Director  
Fall 2024

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## THANK YOU FOR YOUR INTEREST IN JOINING HEC 100!

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We are so excited that you are considering being a part of The 100th Annual Hotel Ezra Cornell (HEC) team! HEC 100 will take place from Thursday, April 24 through Saturday, April 26, 2025. Please read the job descriptions to learn more about the duties and responsibilities, preferred (not required!) qualifications, and time commitments of each position.

Follow this [link](https://forms.office.com/r/WME3k1w8Pb) (or paste it into your browser) to access our online application:  
<https://forms.office.com/r/WME3k1w8Pb>

If you have any questions about our overall recruitment process, please reach out to our People & Culture Director, Yolanda Rodriguez, at [ybr3@cornell.edu](mailto:ybr3@cornell.edu)

Otherwise, please direct any job-specific questions to the appropriate Director. Directors' contact information is provided at the end of this packet.

Applications are due by **Monday, September 9<sup>th</sup> at 11:59 P.M. Eastern Time**. All interviews will be held from **September 11<sup>th</sup> - September 14<sup>th</sup>**, so we encourage you to submit your application as soon as possible. We look forward to reading your submission and to making HEC 100 "the best ever!"

### Recruitment Timeline

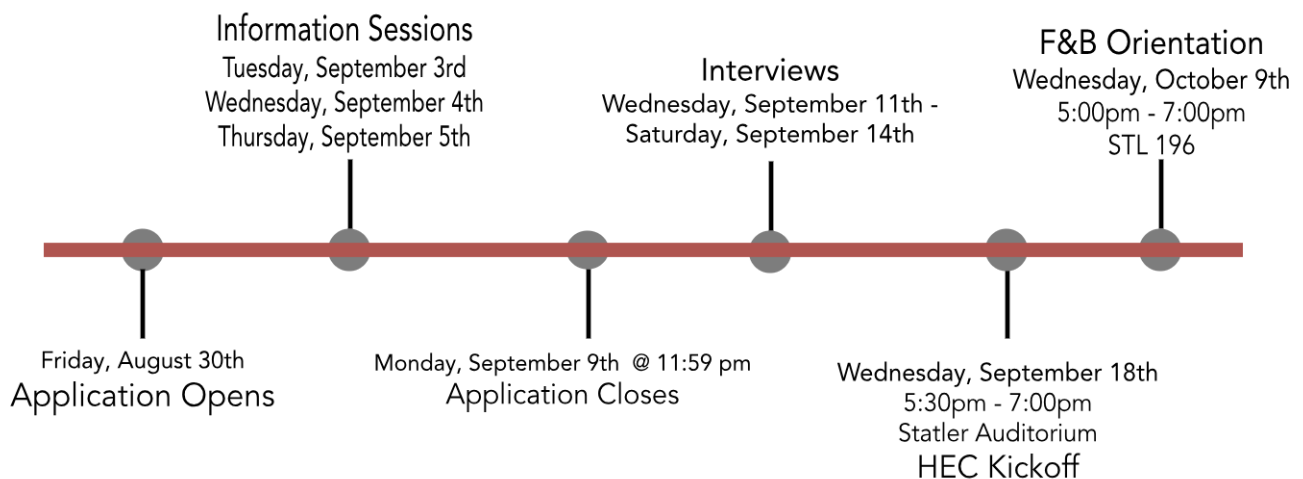










TABLE OF CONTENTS

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Letter From The Managing Director: Sarah Newcomb '25	4-5
How Can I Get Involved With HEC?	6
Overview of All Available Positions	7-8
Frequently Asked Questions	9
Information Sessions	10
 Culinary	11-14
 Beverage	15-21
 Food and Beverage Service	22-25
 Food and Beverage	26-27
 Conference Services	28-30
 Design	31-34
 Programs	35-36
 Sales	37-42
 Rooms & Guest Experience	43-46
 Budget & Procurement	47-48
 Donor Relations	49-50
 People & Culture	51-53
 Philanthropy	54
 Marketing & Media	55-58
 Impact & Inclusion	59-62
 Communications	63-65
 Logistics	66
 History	67-70
The Board of Directors' Contact Information	71

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## LETTER FROM THE MANAGING DIRECTOR: SARAH NEWCOMB '25

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Hello everyone!

Thank you so much for your interest in applying to be a part of the 100th Annual Hotel Ezra Cornell (HEC). HEC is one of the oldest traditions of the Nolan School of Hotel Administration and Cornell, celebrating its 100th year. This entirely student-run organization provides you with an incredible opportunity to explore hospitality beyond the traditional classroom learning environment, engaging in an experience like no other with your peers. As a member of the Board of Directors, you gain invaluable leadership skills and get to make a lasting impact on the school while creating memorable moments and relationships with those around you.



I have had the tremendous privilege to be involved with HEC my whole college career, and I can confidently say it has been the best part of my Hotelie experience. Being a part of two different departments, and gaining more responsibility through each year of my involvement allowed me to learn not only the skills I needed to put on a successful conference, but also has allowed me to transfer those skills to my internships and to my future careers. I have created relationships to last a lifetime, and have learned how to be a better teammate and leader. My hope is that you all choose to join the HEC 100 family, and be able to experience the magic that comes with being in this organization.

This recruitment round we are hiring for AD and manager positions with each providing an incredible opportunity for you to make your mark on the organization. Ranging in expertise from Rooms & Guest Experience to Culinary, Design, History, Conference Services, Communications, and everything in between, there is truly a place for everyone within HEC. Myself and the HEC 100 Board of Directors would be more than happy to help you explore what may be the best fit for you! Please keep in mind that the following job descriptions are not exhaustive of the roles within the organization,



and may change as we adapt to fit positions to the people and talent we believe are deserving of a role. HEC is thrilled to be a part of your Cornell experience and excited to present you with the opportunity to join our organization and make your mark on the Nolan School of Hotel Administration. I look forward to reading your applications and making HEC 100 an amazing conference!

Yours in Service,

Sarah Newcomb  
HEC 100 MD

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## HOW CAN I GET INVOLVED WITH HEC? (POSITION SUMMARIES)

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### Assistant Directors

Assistant Directors are selected by Directors through an application process consisting of two rounds: An application review and an in-person or Zoom interview.

Assistant Directors will work with the Director to plan & execute details for HEC weekend. Specific position tasks and duties can be found for each department in this document.

A few departments have already picked some of their Assistant Directors in Summer 2024, so those specific roles are closed.

### Managers

Managers are chosen by Directors through an application process consisting of two rounds: An application review and an in-person or Zoom interview.









Managers will work with the Assistant Director(s) and Director to plan and execute all plans for HEC. Specific tasks and duties can be found for each department in this document.

### Volunteers

Volunteers sign up for shifts for the week leading up to the conference and/or the week of the conference/events.

Volunteering is a great way to experience multiple departments. No application is required. Emails to sign up for volunteer positions will be sent out closer to January 2025.

OVERVIEW OF ALL AVAILABLE POSITIONS

Department	Position Title
 Culinary	Family Meal Head
	Function Manager
 Beverage	Beverage Assistant Director
	Beverage Logistics Assistant Director
	Beverage Fall Training Coordinator
	Beverage Training Manager
	Beverage Creative Liaison
 Food & Beverage Service	Food and Beverage Service Assistant Director
	Food and Beverage Service Event Manager
 Food & Beverage	Food and Beverage Assistant Director
 Conference Services	Conference Services Logistics Assistant Director
	Conference Services Liaison Assistant Director
	Conference Services Manager
 Design	Graphic Design Assistant Director
	Technical Design Assistant Director
	Design Manager
 Programs	Programs Manager
 Sales	Internal Sales Assistant Director
	External Sales Assistant Director
	Sales Manager
 Rooms & Guest Experience	Room Block Assistant Director
	Guest Experience Assistant Director

	Guest Amenity Assistant Director
	Guest Experience Manager
 Budget & Procurement	Budget and Procurement Assistant Director
 Donor Relations	Donor Relations Assistant Director
	Donor Relations Manager
 People & Culture	People & Culture Assistant Director
	People & Culture Manager
 Philanthropy	Philanthropy Manager
 Marketing & Media	Marketing & Media Growth Assistant Director
	Marketing Assistant Director
	Marketing & Media Manager
 Impact and Inclusion	Development & Analytics Assistant Director
	Community Outreach Assistant Director
	Development & Analytics Manager
	Community Outreach Manager
 Communications	Content Creation Manager
	Brand Maintenance Manager
	Communications Manager
 Logistics	Logistics Assistant Director
 History	Archiving and Reporting Assistant Director
	Multimedia Coordination Assistant Director
	Holistic Operations Assistant Director
	History Manager



## FREQUENTLY ASKED QUESTIONS

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### Do I need any prior experience?

Not at all! We are seeking students who are passionate and want to learn more about the hospitality industry. Having prior experience or qualifications that align with our needs is just a bonus!

### How many teams can I apply for?

You are allowed to apply for three teams! We have many departments meaning you can find one that fits your interests... and if you like more than one, you can apply for that team too!

### What is the weekly time commitment?



















The weekly time commitment varies for each position, especially between assistant directors and managers. Be sure to look through the "Time Commitment" section of each job description for more information!

### Do I need to be a Hotelie to join HEC?

No, you do not! We want to include students with different backgrounds to provide us with new and interesting perspectives!

## INFORMATION SESSIONS

If you are interested in learning more about our 18 diverse departments, join us at one or more HEC Information Sessions! Each department will be going through their responsibilities, what positions they are actively recruiting for and we will be covering any recruitment or department questions you may have.

Information Sessions	Departments
Information Session #1: Tuesday, September 3, 6:00pm in STL 196	 Programs  Sales  Rooms & Guest Experience
Information Session #2: Tuesday, September 3, 6:00pm in STL 198	 Design  Communications  Marketing & Media
Information Session #3: Wednesday, September 4, 6:00pm in STL 396	 History  Donor Relations  Philanthropy
Information Session #4: Wednesday, September 4, 6:00pm in STL 398	 Culinary  Food & Beverage Service  Conference Services
Information Session #5: Thursday, September 5, 6:00pm in STL 396	 Beverage  Food & Beverage  Logistics
Information Session #6: Thursday, September 5, 6:00pm in STL 398	 Impact & Inclusion  Budget & Procurement  People & Culture

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## CULINARY DEPARTMENT JOB DESCRIPTIONS

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### Family Meal Head

The Family Meal Head is a member of the culinary team who will work closely with the Executive Chef on all aspects that pertain to family meal for HEC weekend. The Family Meal Head will work with the Executive Chef all year as the director in charge of family meal helping the family meal managers create feasible and appropriate menus and making sure there is an effective plan in place for family meal operations during HEC weekend. During the weekend of HEC, they will oversee all execution of family meals.

#### Necessary Characteristics:

- Culinary experience
- Time management skills
- Organizational skills
- Allergen preparedness
- Creative thinking and critical thinking skills
- Analytical and thoughtful about all aspects of potential ideas
- Hardworking, dedicated, and passionate about culinary
- Friendly, willing to help, and open to new ideas
- Persevering through unforeseen challenges
- Responsible, especially on timelines and due dates
- Adaptable

#### Requirements:

- Previous experience in culinary/restaurants
- Previous experience in HEC preferred, though not required
- Previous successful leadership roles

#### Responsibilities During the School Year:

- Attend and help lead all HEC Culinary meetings
- Attend and help lead all HEC fall and spring culinary events
- Create family meal plan for HEC weekend, including organizing quick, ready-made meals
- Collaborate to create a comprehensive plan for HEC weekend including organizing quick, ready-made and easy menus
- Study ingredients and components of other event menu items to prepare for utilizing leftovers
- Lead and participate in training exercises as needed
- Assist the LOC with the timeline and materials required

- Attend at least three (3) shadow shifts at the Statler Hotel in Banquets during Family Meal
- Provide support on any other duties assigned by the Executive Chef

Responsibilities During HEC Weekend:

- Oversee all family meal food production throughout the weekend
- Prepping for and executing family meal, while also helping to meet the needs of other events
- Handling allergens of all menu items served for family meal
- Cleaning kitchen as needed and instructing others to do so
- Leading and teaching student volunteers

Time Commitment:

- Individual work on deliverables and meetings (~3 hours a week)
- Attend all Culinary/ F&B team meetings (~1 hour per week)
- Attend all engagement/team member appreciation events (~2 hours per month)
- Extensive individual planning and collaboration over winter break
- Full HEC weekend availability (TBD)

## Function Manager

Function Managers are individuals skilled in culinary arts tasked with a single event or “function” during HEC Weekend. Function Managers will create their own menu, considering allergen- and vegan-friendly options, author standardized recipes for each component, write appropriately scaled ingredient purchase orders, and be in charge of the preparation and execution of their function. Other responsibilities will include a presentation of their menu to faculty during Function Flow, shadow shifts in the Statler kitchens, and aiding fellow Function Managers with their events, as well as teaching and leading volunteers during the weekend. Though Function Managers will be solely responsible for the culinary side of their event, they will have to work closely with other F&B related teams such as Service, Beverage, and Design.

### Necessary Characteristics:

- Hardworking, dedicated, and passionate about culinary
- Able to lead and teach a team of volunteers
- Friendly, willing to help, and open to new ideas
- Persevering through unforeseen challenges
- Organized and responsible, especially on timelines and due dates
- Adaptable

### Requirements:

- Previous experience in culinary/restaurants preferred, though not required
- Previous experience in HEC preferred, though not required
- Previous successful leadership roles

### Responsibilities During the School Year:

- Create a menu, all relevant recipes, an ingredients purchase order, and prep list & timeline for the weekend
- Attend all team meetings
- Attend at least one (1) shadow shift at the Statler Hotel in Banquets
- Provide support on any other duties assigned by the Executive Chef

### Responsibilities During HEC Weekend:

- Create a prep list and timeline for their event at least 3 weeks prior
- Lead prep for their event, coordinating with the Executive Chef and fellow FMs in advance for help and delegating as necessary
- Lead expo and fire for their event, coordinating with the Executive Chef and fellow FMs in advance for necessary staffing
- Breaking down both after their event and at the end of the night; cleaning kitchen constantly
- Leading and teaching student volunteers

*Time Commitment:*

- Attend all Culinary team meetings (1 hour per 1-2 weeks)
- Attend all engagement/team member appreciation events (~2 hours per month)
- Full Function Flow availability (TBD)
- Full Pop-Up Availability (TBD)
- Full HEC weekend availability (TBD)

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## BEVERAGE DEPARTMENT JOB DESCRIPTIONS

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### Beverage Assistant Director

The Beverage Assistant Directors work closely with the Beverage Director in the planning process of HEC through creating, testing, and finalizing specialty cocktails. Assistant Directors will also work closely with F&B assistant directors and managers on function teams to assure interdepartmental cohesion and develop overarching ideas throughout weekend-of events. In this position, assistant directors will also aid in developing and overseeing coffee cart events and expanding beverage team projects such as donations and training trips.

#### Tasks, Duties, and Responsibilities:

- Assist Beverage Director in brainstorming, testing, and batching of specialty cocktails
- Assist Beverage Director in the creation of wine program
- Assist in Beverage projects such as the Coffee Cart
- Present specialty cocktails to faculty and staff at Function Flow
- Assist in product ordering
- Assist in creating weekend schedules
- Participate in weekly Beverage Team meetings
- Aiding in the preparation and execution of pre-conference events
- Oversee pre-assigned events
- Aid in the setup of bars and coffee cart, ensuring all are properly stocked
- Take inventory of alcoholic beverages
- Assist in batching and prep of cocktails as necessary
- Assist bartenders during bar service, restocking bars as needed
- Interact with guests - tell the story of the cocktail
- Cleanup / breakdown of bar area after events

#### Qualifications:

- Passion for beverage industry
- Strong communication, organization, and leadership skills
- Standard bar knowledge (basic cocktails, standard ingredients, etc.)
- Standard wine knowledge (varietals, flavor profile, etc.)
- One-year previous HEC experience

#### Time Commitments:

- Attend all Bar Team leadership meetings (~ 2 hours a week)
- Attend necessary Beverage Server training sessions (~ 3 hours a week, during the fall semester)



- Attend Beverage Server trainings (~1 hour a week, during the spring semester)
- Attend necessary function team meetings (~ 4 hours per month)
- Full HEC weekend availability (End of April)



## Beverage Logistics Assistant Director

The Beverage Logistics Assistant Director will work closely with the Beverage Director in the planning process of HEC through creating, testing, and finalizing specialty cocktails. The Logistics Assistant Director will also work closely with F&B logistics assistant directors to ensure communication of vital details and changes between departments. This person will aid in developing and overseeing coffee cart events and determining feasibility of beverage ideas. During conference weekend, the Beverage Logistics Assistant Director will be tasked with alcohol controls and inventory organization as well as consulting on other tasks as determined by the Beverage Director.

### Tasks, Duties, and Responsibilities:

- Assist Beverage Director in brainstorming, testing, and batching of specialty cocktails
- Assist Beverage Director in the creation of wine program
- Assist in Beverage projects such as the Coffee Cart and the Cocktail Database
- Present specialty cocktails to faculty and staff at Function Flow
- Assist in product ordering
- Assist in creating weekend schedules
- Participate in weekly Beverage Team meetings
- Aiding in the preparation and execution of pre-conference events
- Oversee pre-assigned events
- Aid in the setup of bars and coffee cart, ensuring all are properly stocked
- Take inventory of alcoholic beverages and ensure proper alcohol controls
- Assist in batching and prep of cocktails as necessary
- Assist bartenders during bar service, restocking bars as needed
- Interact with guests - tell the story of the cocktail
- Cleanup / breakdown of bar area after events

### Qualifications:

- Passion for beverage industry
- Strong communication, organization, and leadership skills
- Standard bar knowledge (basic cocktails, standard ingredients, etc.)
- Standard wine knowledge (varietals, flavor profile, etc.)
- One to two years previous HEC experience

### Time Commitments:

- Attend all Bar Team leadership meetings (~ 2 hours a week)
- Coordinate changes and projects with Beverage Director (~ .5 hours a week)
- Attend necessary Beverage Server training sessions (~ 3 hours a week, during the fall semester)



- Attend Beverage Server trainings (~1 hour a week, during the spring semester)
- Attend necessary function team meetings (~ 4 hours per month)
- Full HEC weekend availability (End of April)

## Beverage Fall Training Coordinator

The Beverage Training Coordinator will facilitate training potential beverage servers as part of the fall beverage training. The Training Coordinator will act as a guide for the Training Managers and oversee all training. This position also may include the redevelopment of the training program, assisting with student recruitment, and planning further training trips and activities.

### Tasks, Duties, and Responsibilities:

- Guide new Training Managers in their responsibilities.
- Assist in coordinating student involvement on Beverage Team
- Assist in the development and implementation of the training program as scheduled by the Beverage Assistant Directors
- Lead and execute Beverage Server training programs
- Create a welcoming environment for Beverage Servers and facilitate team bonding
- Collaborate with the Beverage Director and Training Managers to create a tentative training schedule and plan for the spring semester based on identified weaknesses

### Qualifications:

- Passion for beverage industry
- Strong communication, organization, and leadership skills
- Standard bar knowledge (basic cocktails, standard ingredients, etc.)
- Standard wine knowledge (varietals, flavor profile, etc.)
- One-year previous HEC experience, preferably as a Beverage Training Manager
- Previous bartending experience, preferably with HEC beverage team

### Time Commitments:

- Assisting with all training sessions (~ 4 hours per week - time of year dependent)
- Attend all Beverage training planning sessions in the fall (~ 1 hour a week, varies during the year)
- Attend all Beverage Team leadership meetings in the fall (~ 1 hour a week)

## Beverage Training Manager

Beverage Team Managers act as the main point of contact between Beverage Servers and the Beverage Department. Training managers will develop training plans for beverage servers and execute these training meetings. Training managers will be responsible for fully training all beverage servers for the conference weekend. Throughout the year, training managers will work closely with the rest of the leadership team on recruitment, specialty cocktail creation, food & wine pairings, and wine selections. Additional responsibilities might be added as needed.

### Tasks, Duties, and Responsibilities:

- Coordinate student involvement on Beverage Team
- Assist in the development and implementation of the training program as scheduled by the Beverage Assistant Directors
- Lead and execute Beverage Server training programs
- Collaborate with Beverage Assistant Directors and Director to create new events, features, and programming for the Beverage Team
- Collaborate with the Beverage Director and Training Coordinator to create a tentative training schedule and plan for the spring semester based on identified weaknesses
- Create a welcoming environment for Beverage Servers and facilitate team bonding
- Assist with specialty cocktail creation for HEC events
- Assist in all HEC events

### Qualifications:

- Passion for beverage industry
- Strong communication, organization, and leadership skills
- Standard bar knowledge (basic cocktails, standard ingredients, etc.)
- Standard wine knowledge (varietals, flavor profile, etc.)
- One-year previous HEC experience
- Previous bartending experience, preferably with HEC beverage team

### Time Commitments:

- Assisting with all training sessions (~ 4 hours per week - time of year dependent)
- Attend all Beverage Team leadership meetings (~ 1 hour a week, varies during the year)
- Attend all Beverage training planning sessions (~ 1 hour a week, varies during the year)
- Available for all HEC events throughout the year
- Fully availability conference weekend

## Beverage Creative Liaison

The Beverage Creative Liaison will work closely with the Beverage Leadership team in the planning process of HEC through creating, testing, and finalizing specialty cocktails. The Creative Liaison will consult on beverage planning's feasibility and creativity, while helping planning stay current on trends in the beverage industry. The Liaison should be able to offer a wider lens for cocktail planning, including how ingredients match and how the offerings flow together.

### Tasks, Duties, and Responsibilities:

- Coordinate with Beverage leadership team on beverage offerings
- Provide guidelines for creative aspects to be included in HEC
- Attend planning sessions and consult with Assistant Directors on development
- Passion for and in-depth knowledge of the beverage industry
- Prior bar knowledge and experience, preferably HEC Beverage or F&B Pod
- Strong communication and organizational skills

### Qualifications:

- Passion for and in-depth knowledge of the beverage industry
- Prior bar knowledge and experience, preferably HEC Beverage or F&B Pod
- Strong communication and organizational skills

### Time Commitments:

- Attend all Bar Team leadership meetings (~ 2 hours a week)
- Coordinate changes and projects with Beverage Director (~ .5 hours a week)
- Attend necessary Beverage Server training sessions (~ 3 hours a week, during the fall semester)
- Attend Beverage Server trainings (~1 hour a week, during the spring semester)
- Full HEC weekend availability (End of April)

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## FOOD & BEVERAGE SERVICE DEPARTMENT JOB DESCRIPTIONS

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### Food & Beverage Service Assistant Director

The F&B Service Assistant Directors are responsible for supporting the Service Director in leading the Service Team's Event Managers, ensuring guests receive the highest level and quality of service throughout HEC weekend. The ADs will support the technical and training aspects of the service team; this includes but is not limited to planning equipment needs, organizing volunteers, supervising training sessions, and updating the service team on new developments. They will work closely with event service managers throughout the stages of planning, training, and executing events to encourage team members in providing exceptional guest satisfaction.

If you have previous Banquets, Statler Hotel, or Meetings & Events experience, and you have the passion & drive to lead a small team, the F&B Service Assistant Director position may be perfect for you.

#### Responsibilities During the School Year:

- Attend all department meetings
- Assist the Director in training the Service Team and coming up with trainings
- Work with the Director to coordinate social team bonding events for the Service Team
- Lead assigned Managers in successfully planning all service plans and technical elements for their assigned HEC events
- Help recruit, train, and manage volunteers for HEC weekend
- Provide support on any other duties or tasks that are assigned by the Director

#### Responsibilities During HEC Weekend:

- Attend selected events and help with event set-up, execution, and clean-up
- Assist Managers and volunteers in providing exceptional service throughout the weekend
- Coordinate with other F&B departments to ensure clear communication in finalizing details

#### Preferred Qualifications:

- Previous/current Statler Hotel/Meetings & Events experience is highly preferred, but not required
- Previous experience with HEC is preferred, but not required

- Creativity or drive to be creative in making HEC 100 service different from prior years
- Ambitious, enthusiastic, and dedicated to ensuring the success of HEC weekend
- Agility, adaptability, and resilience in difficult or stressful situations
- Strong communication skills and eagerness to collaborate with a team
- Determined to create a positive and fun culture on the Service Team
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

*Time Commitment:*

- Attend the HEC kickoff event
- Attend all F&B Service team meetings (~2 hours per week)
- Attend all pre-HEC Service events (3-4 events, ~4-6 hours each)
- Attend all engagement/team member appreciation events (~2 hours per month)
- Extensive individual planning and collaboration over winter break
- Full HEC weekend availability is strictly required (Thursday, April 24 - Sunday, April 27, 2025)

## Food & Beverage Service Event Manager

The F&B Service Event Manager will work alongside a co-manager(s) to plan all service aspects for an HEC event/function. Managers will play an integral role in creating floor plans, equipment lists, and staffing modules with the assistance of the Service Director and Assistant Directors. They will oversee and train a staff of volunteers to execute their designated event while concurrently supporting fellow team members' events. Clear communication within assigned event teams is necessary to foster cohesion among departments, ensuring the event's success. Managers are expected to participate in additional HEC events throughout the school year.

If you are passionate about learning more about Banquets & Event management, and you want to oversee an F&B event for service from beginning to end, F&B Service Manager may be perfect for you.

### Responsibilities During the School Year:

- Attend all team meetings and pre-HEC events
- Plan and implement all service needs and details for their assigned event while coordinating and communicating with the other F&B departments within their event team
- Deliver a Function Flow presentation outlining all service details for their specified event
- Provide support on any other duties or tasks assigned by the Service Director, Assistant Directors

### Responsibilities During HEC Weekend:

- Lead the set-up, execution, and break-down of assigned events and assist in additional events led by fellow team members
- Train and lead volunteers in providing excellent service throughout all HEC events
- Coordinate with other F&B departments to ensure clear communication in finalizing details
- Work closely with other managers to ensure all events run fluidly and support where needed

### Preferred Qualifications:

- Previous hospitality experience preferred but not required
- Willingness to learn about how to execute an event from start to finish in Meetings & Events within the Statler Hotel
- Creativity or drive to be creative in making HEC 100 service different from prior years



- Positive attitude and excellent work ethic
- Ambitious, enthusiastic, and dedicated to ensuring the success of HEC weekend
- Agility, adaptability, and resilience in difficult or stressful situations
- Strong communication skills and eagerness to collaborate with a team
- Passion for providing the utmost hospitality and high-quality service to all guests
- Determined to create a positive and fun culture on the F&B Service Team
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

*Time Commitment:*

- Attend the HEC kickoff event
- Commitment to shadow at least 1 shift per semester in the Statler Hotel strictly required (1 shift ~4-6 hours)
- Attend all F&B Service team meetings (~2 hours per week)
- Attend all pre-HEC Service events (3-4 events, ~4-6 hours each)
- Attend all engagement/team member appreciation events (~2 hours per month)
- Full HEC weekend availability is strictly required (Thursday, April 24 - Sunday, April 27, 2025)

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## FOOD AND BEVERAGE DEPARTMENT JOB DESCRIPTION

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### Food and Beverage Assistant Director

The Food and Beverage Assistant Director is responsible for supporting the Food & Beverage Director in coordinating multiple event teams within the Food & Beverage Pod. This role will involve working closely with all Food & Beverage departments (Culinary, Beverage, Design, F&B Service, Conference Services and Procurement) to draft and iterate cohesive event plans for conference weekend. They will serve as a second set of eyes, source of communication and feedback, goal-setter, and problem-solver to the F&B Director.

#### Responsibilities During the School Year:

- Booking spaces and brainstorming event themes
- Coordinate and lead meetings with assigned event teams
- Promote inter-team dialog throughout event planning stages
- Proof-read all event plans across all F&B departments to catch problem areas, highlight areas for further discussion, and facilitate event cohesion
- Attend all F&B Assistant Director meetings hosted by the F&B Director

#### Responsibilities During HEC Events:

- Act as a liaison between the F&B Pod and other HEC departments
- Be informed on all F&B event details, plans, and logistics
- Attend and supervise assigned events before, during, and after each event
- Be a resource to all stakeholders when the F&B Director is not available
- Interact with guests—generate conversations about HEC, the Hotel School, and the F&B teams
- Assist all F&B teams as needed with set-up and tear-down

#### Preferred Qualifications:

- Previous HEC experience required — preferably with an F&B team
- Previous hospitality/service experience is preferred, but not required
- Strong communication, organization, and leadership skills
- Ambitious, enthusiastic, and dedicated to ensuring the success of HEC weekend
- Agility, adaptability, and resilience in difficult or stressful situations
- Possess time management and strong multitasking abilities
- Determined to create a positive and fun culture in the F&B Pod
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

*Time Commitment:*

- Attend all pre-HEC engagement/appreciation events (~4 hours per month)
- Attend all F&B team weekly meetings (~1 hour per week)
- Attend any event specific team meetings (~4 hours per month)
- Attend all HEC events throughout the year (~1 event per month)
- Full HEC weekend availability is strictly required (Thursday, April 24 –Sunday, April 27, 2025)

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## CONFERENCE SERVICES DEPARTMENT JOB DESCRIPTIONS

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### Conference Services Logistics Assistant Director

The Conference Services Logistics Assistant Director serves as an expert on the flow of events, set-up and equipment within HEC. They will work closely with all departments within the Food and Beverage pod as well as the Hotel Facilities Department, conducting feasibility analysis for the HEC Weekend. They will assist the Conference Service Director with event planning documents including but not limited to floorplans, schedules and timelines, training materials, and inventory tracking sheets. With the Conference Services Director, they will aid in the training of CS managers and volunteers.

#### Tasks, Duties, and Responsibilities:

- Work with Director of Conference Services on floor plans, service plans, and inventory tracking sheets to ensure that all set-ups and events will be executed efficiently
- Train Conference Services Managers and Volunteers
- Establish an organization plan for the conference weekend, and help set up/break down event spaces during conference weekend.
- Develop a relationship with The Statler Hotel facilities department to ensure fire-code and safety regulations are followed.
- Shadow shifts within the Statler Hotel to learn event flows, storage areas, and A/V equipment

#### Preferred Qualifications:

- Experience working within the Statler Hotel
- Prior experience in HEC, preferable within a Food and Beverage Department
- Strong work ethic, organizational skills, and attention to detail
- Passion for event planning and execution
- Ability to lift at least 30 pounds

#### Time Commitment:

- Attend all Conference Service Team meetings (~1hr per week)
- Monthly one-on-one meetings with Conference Services Director (~1hr)
- Monthly Conference Services team-bonding sessions (~2hrs)
- Attend Fall Function Team meetings (2 total, ~1hr each)
- Attend all pre-HEC events including Homecoming, Function Flow, and Pop-Up
- Bi-weekly coaching meetings with Conference Services Managers (~30 min)
- Approximately 30 working hours during HEC weekend (April 24th- 27th)

## Conference Services Liaison Assistant Director

The Conference Services Liaison Assistant Director helps to serve as the connection between the CS team and the Statler Hotel Leadership, Logistics team, and Facilities. After consulting with the CS director, CS team, and/or other F&B pods they will help organize details with those outside of HEC. They will help be responsible for any exchange of goods between the Statler Hotel and the CS team, and ensure that all parties are informed, spaces are returned as they were received, and any equipment is properly returned as well. This assistant director will also help the Conference Service Director with event planning documents including but not limited to floorplans, schedules and timelines, training materials, and inventory tracking sheets.

### Tasks, Duties, and Responsibilities

- Work as a liaison between the Conference Services Department, the Statler Hotel, and Facilities.
- Coach Programs managers on the safety regulations, fire codes, and capacity of the Statler Hotel.
- Develop a relationship with The Statler Hotel facilities department to ensure fire-code and safety regulations are followed.
- Shadow shifts within the Statler Hotel to learn event flows, storage areas, and A/V equipment
- Work with Director of Conference Services on floor plans and inventory tracking sheets

### Preferred Qualifications

- Experience working within the Statler Hotel
- Prior experience in HEC
- Strong communication and organization skills
- Passion for event planning and execution
- Ability to lift at least 30 pounds

### Time Commitment

- Attend all Conference Service Team meetings (~1hr per week)
- Monthly one-on-one meetings with Conference Services Director (~1hr)
- Monthly Conference Services team-bonding sessions (~2hrs)
- Attend Fall Function Team meetings (2 total, ~1hr each)
- Attend all pre-HEC events including Homecoming, Function Flow, and Pop-Up
- Bi-weekly coaching meetings with Conference Services Managers (~30 min)
- Approximately 30 working hours during HEC weekend (April 24th-27th)

## Conference Services Manager

The Conference Services Manager is primarily responsible for planning and overseeing the execution of specific food and beverage events, coordinating volunteer training and schedules, and executing event set-up and break down efficiently and on time. They will work within their event teams to ensure that all F&B departments' needs are met and fit within NY State code and building safety regulations. They will serve as the primary contact for food and beverage pod managers in revising their event plans.

### Tasks, Duties, and Responsibilities

- Revise and consult on floor plans for event execution in collaboration with the Conference Service Director and Assistant Directors
- Oversee and train Conference Services volunteers during HEC weekend
- Assist in the set-up and break-down of events
- Shadow shifts within the Statler Hotel to learn event flows and storage areas
- Work closely with other Conference Services Managers to ensure that there is no overlap of necessary event equipment or event design

### Preferred Qualifications:

- Strong work-ethic, communication and organizational skills
- Passion for creating innovative and high quality event spaces
- Ability to lift at least 30 pounds

### Time Commitment:

- Attend all Conference Service Team meetings (~1hr per week)
- Monthly one-on-one meetings with Conference Services Assistant Director (~30min)
- Monthly Conference Services team-bonding sessions (~2hrs)
- Attend Fall Function Team meetings (2 total, ~1hr each)
- Semester Check-In's with Conference Services Director ( ~1hr)
- Approximately 18 working hours during HEC weekend (April 24th-27th)

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## DESIGN DEPARTMENT JOB DESCRIPTIONS

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### Graphic Design Assistant Director

The Graphic Design Assistant Director for Hotel Ezra Cornell will play a pivotal role in shaping the visual identity and overall aesthetic of HEC 100. This position requires a keen eye for design, strong leadership skills, and a collaborative spirit to work closely with the Design team and F&B pod. The Assistant Director will oversee the development and execution of all Design Team visual materials, including event signage, menus, and more, ensuring alignment with the conference's branding and thematic goals. They will manage design timelines, work with managers to develop specific aesthetics and palates for events, and provide strategic input to enhance the attendee experience through compelling and innovative design solutions.

#### Tasks, Duties, and Responsibilities:

- Collaborate with managers, others ADs, and directors to design the graphic art required for each event, including signage, installations, menus, food labels, and more
- Participate and lead graphic design workshops for the Design team
- Utilize outside resources (i.e., facilities staff, AAP school studio)
- Assist the team in the ordering process, ensuring alignment with the budget, and work collaboratively with the Director to facilitate overall team progress.
- Assist with installation construction, event set-up/breakdown, and guide members of the team in their design team journey
- Work with members of the Marketing & Media Team, Communications Team, Culinary Team, and Programs team to adhere to the overall vision and branding of the conference

#### Preferred Qualifications:

- Understanding/proficiency in relevant design software and applications including Photoshop, Adobe Illustrator, InDesign, GIMP and more
- Fundamental understanding of construction principles, materials, and methods. Demonstrated interest in design and visual arts with a keen eye for tangible, spatially aware designs.
- Excellent verbal and written communication skills, with an ability to consult and communicate constructively.
- Strong organizational, leadership, and time management skills.
- Manage multiple tasks concurrently and adapt project requirements.
- Utilize outside resources (i.e., facilities staff, AAP school studio)

#### Time Commitment:

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- Design team weekly team meetings (1 hour per week)
- Meetings with Design Director (1 hour per week)
- Workshops, offsite storage unit visits, team bonding events (2-3 hours per month)
- Full HEC weekend availability (Thursday, April 24 –Sunday, April 27, 2025)



## Technical Design Assistant Director

The Technical Design Assistant Director plays a pivotal role in bridging the gap between creative concepts and tangible, executable designs within the HEC event framework. This position involves working closely with designers to provide technical guidance, ensuring that their visions translate seamlessly into real-world installations. The Technical Design AD is instrumental in fostering clear communication lines, leveraging software expertise, and possessing a fundamental understanding of construction principles to facilitate the creation of cohesive and visually striking designs.

### Tasks, Duties, and Responsibilities:

- Maintain effective communication lines within the design department and coordinate with other teams, especially the Food & Beverage (F&B) pod.
- Collaborate with Managers in the brainstorming and concept development phase, offering technical insights and feasibility assessments.
- Create and conduct workshops to enhance the design process, focusing on technical aspects and practical considerations.
- Provide guidance to ensure designs adhere to event themes while considering technical constraints and opportunities.
- Track design decisions, technical considerations, and action items.
- Assist the team in the ordering process, ensuring alignment with the budget, and work collaboratively with the Director to facilitate overall team progress.
- Understand fire code safety regulations and spatial constraints.

### Preferred Qualifications:

- Understanding/proficiency in relevant design software and applications. • Fundamental understanding of construction principles, materials, and methods. Demonstrated interest in design and visual arts with a keen eye for tangible, spatially aware designs.
- Excellent verbal and written communication skills, with an ability to consult and communicate constructively.
- Strong organizational, leadership, and time management skills.
- Manage multiple tasks concurrently and adapt project requirements.
- Previous experience in HEC or similar events is preferred but not required.

### Time Commitment:

- Design team weekly team meetings (1 hour per week)
- Meetings with Design Director (1 hour per week)
- Workshops, offsite storage unit visits, team bonding events (2-3 hours per month)
- Full HEC weekend availability (Thursday, April 24 –Sunday, April 27, 2025)

## Design Manager

Design managers will brainstorm unique design concepts for the various HEC events and execute these ideas during HEC weekend through collaboration with the rest of the team. Designers will gain a holistic view of HEC and Statler as they collaborate with other teams, get to know the event spaces, and solidify the event themes for the Weekend. Design Managers will be assigned events where they will work with a smaller function team with the rest of the F&B pod to ensure proper function flow and coordination with menus, color palettes, lighting, music, and service.

### Tasks, Duties, and Responsibilities:

- Brainstorm concepts and execute designs for one's assigned HEC events
- Research design elements that align with the proposed theme
- Assist in generating a detailed plan on how to execute each design element
- Utilize outside resources (i.e., facilities staff, AAP school studio)
- Construct and assemble materials in a timely manner
- Maintain cross-departmental event team communication leading up to HEC events
- Work with the F&B departments to align event elements including menu design and development, service flow, and setup of event spaces.

### Preferred Qualifications:

- Interest in design and visual arts
- Strong organizational and time management skills
- Ability to work in a group environment and communicate effectively with peers
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures.
- Posses graphic design skills or is willing to learn (Canva, Adobe, Google Drawings, etc.)

### Time Commitment:

- Design team weekly team meetings (1 hour per week)
- Function team meetings (1 hour per week)
- Workshops, offsite storage unit visits, team bonding events (2-3 hours per month)

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## PROGRAMS DEPARTMENT JOB DESCRIPTION

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### Programs Manager

The Programs Managers are responsible for helping plan educational, leisure, and student activities for HEC throughout the school year and during the conference events. This position works alongside the Programs Director and the Assistant Programs Directors to organize planned events and to act as a point of contact for conference speakers. During programming events, Programs Managers serve as the face of HEC by interacting with speakers and guests to ensure the best experience.

#### Tasks, Duties, and Responsibilities:

##### Responsibilities During the School Year:

- Help plan educational, leisure, and student activities for HEC
- Innovate upon conference schedule with a variety of event styles
- Act as a point of contact for speakers, coordinating their schedule, communication, and conference schedule
- Contact potential speakers for HEC
- Communicate speakers' needs and information with the Programs Director
- Meet weekly with the Programs team to discuss event updates and next steps

##### Responsibilities During HEC Weekend:

- Ensure that events are running smoothly and on time
- Communicate with speakers about the times and logistics of their events
- Keep in contact with assigned speakers to make sure all needs are met
- Understand the conference schedule to answer guests' questions about the program and F&B events
- Help out wherever needed over the course of the weekend

##### Preferred Qualifications:

- Strong verbal and digital communication skills
- Established organizational and leadership skills
- Ability to respond to emails in a professional manner within a 24-hour window
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

##### Time Commitment:

- Attend the HEC kickoff event (~2 hours per month)

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- Attend all team meetings (~5 hours per month)
- Respond to speaker emails and coordinate conference details (~10 hours per month)
- Attend all pre-HEC engagement/appreciation events (~4 hours per month)
- Check in with HEC buddy/buddies on the Programs team (~ 1 hour per month)
- Full HEC weekend availability (April 24th - April 27th)

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## SALES DEPARTMENT JOB DESCRIPTIONS

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### Internal Sales Assistant Director

The Internal Assistant Sales Director is responsible for helping to oversee the team of Sales Managers and shoulder Sales leadership responsibilities alongside the Sales Director with an emphasis on internal outreach.

#### Responsibilities During the School Year:

- Provide support to the Sales Director
- Collaborate with the Marketing & Media, Programs, and Communications teams
- Guide Sales Managers in executing internal guest outreach and assist in facilitating the guest registration process
- Delegate and provide follow-up with time-sensitive work within the Sales Team
- Collaborate with the Sales Director to strategize and implement sales strategies
- Assist Sales Director in the creation of sales training materials and presentations
- Collaborate with the Sales Director and Sales Managers to effectively execute the Telethon
- Attend weekly team meetings and periodic one-on-one meetings with the director
- Attend important HEC-related meetings with the Sales Director, as requested
- Provide support in planning Sales Team events and initiatives, such as sales blitzes, workshops, email blasts, holiday cards, etc.
- Participate and help lead Internal Sales initiatives throughout the year in collaboration with the Communications and Programs Teams
- Assist Sales Director in name badge creation and distribution prior to HEC weekend
- Assist in recruiting, training, and managing volunteers during HEC weekend

#### Responsibilities During HEC Weekend:

- Extend welcome greetings to registered guests prior to HEC events
- Provide support for other departments, if/when necessary
- Attend HEC weekend programming events as requested by the Sales Director
- Manage and be a resource for Sales Managers

#### Preferred Assistant Director Qualifications:

- Prior experience and/or interest in sales and outreach
- Strong communication, organization, leadership, and time management skills
- Previous experience with HEC (Not required, but preferred)

- Willingness to abide by HEC-wide expectations, including conflict resolution and grievance procedures, discipline/corrective measures, and resignation/termination protocol

Expected Time Commitment:

- Attend the HEC kickoff event in September 2023
- Help facilitate Telethon training in October/November 2023
- Attend and help lead the Telethon in November 2023
- Attend Sales Team meetings once per week (1 hour)
- Attend AD Sales Team meetings once per week (1 hour)
- Attend all engagement and team member appreciation events
- Some individual planning and collaboration over academic breaks
- Attend HEC weekend, April 24-27th, 2025

## External Sales Assistant Director

The External Assistant Sales Director is responsible for helping to oversee the team of Sales Managers and shoulder Sales leadership responsibilities alongside the Sales Director with an emphasis on external outreach.

### Responsibilities During the School Year:

- Provide support to the Sales Director
- Collaborate with the Marketing & Media, Programs, and Communications teams
- Guide Sales Managers in executing external guest outreach and assist in facilitating the guest registration process
- Delegate and provide follow-up with time-sensitive work within the Sales Team
- Collaborate with the Sales Director to strategize and implement sales strategies
- Assist Sales Director in creation of sales training materials and presentations
- Collaborate with the Sales Director and Sales Managers to effectively execute the Telethon
- Attend weekly team meetings and periodic one-on-one meetings with the director
- Attend important HEC-related meetings with the Sales Director, as requested
- Provide support in planning Sales Team events and initiatives, such as sales blitzes, workshops, email blasts, holiday cards, etc.
- Assist Sales Director in Cvent app creation and testing prior to HEC weekend
- Assist in recruiting, training, and managing volunteers during HEC weekend

### Responsibilities During HEC Weekend:

- Extend welcome greetings to registered guests prior to HEC events
- Provide support for other departments, if/when necessary
- Attend HEC weekend programming events as requested by the Sales Director
- Manage and be a resource for Sales Managers

### Preferred Assistant Director Qualifications:

- Prior experience and/or interest in sales and outreach
- Strong communication, organization, leadership, and time management skills
- Previous experience with HEC (Not required, but preferred)
- Willingness to abide by HEC-wide expectations, including conflict resolution and grievance procedures, discipline/corrective measures, and resignation/termination protocol

### Expected Time Commitment:

- Attend the HEC kickoff event in September 2023
- Help facilitate Telethon training in October/November 2023
- Attend and help lead the Telethon in November 2023



- Attend Sales Team meetings once per week (1 hour)
- Attend AD Sales Team meetings once per week (1 hour)
- Attend all engagement and team member appreciation events
- Some individual planning and collaboration over academic breaks
- Attend HEC weekend, April 24-27th, 2025



## Sales Manager

Sales Managers are responsible for directly contacting potential guests, including but not limited to VIP/loyal HEC attendees, industry professionals, young alumni, first-time registrars, and general guests as overseen by the Director and Assistant Director of Sales.

### Responsibilities During the School Year:

- Utilize industry knowledge, connections, and networks to canvas potential guests and implement strategies to obtain and/or break-into new guest markets  
Perform outreach through various channels to spearhead HEC registration efforts
- Attend weekly team meetings and periodic one-on-one meetings with the Director
- Report to the Director and AD
- Participate in Sales Teams initiatives, such as sales blitzes, email blasts, workshops, holiday cards, telethon, etc.
- Assist Sales Director and Sales Assistant Director in sales training presentations
- Lead your respective market segment callers for the Telethon in November 2023
- Participate in Internal Sales initiatives throughout the year in collaboration with the Communications and Programs Teams

### Responsibilities During HEC Weekend:

- Head the registration table Thursday and Friday
- Provide support to Programming in guest event headcount efforts
- Extend welcome greeting to registered guests prior to HEC events
- Provide support for other departments, if/when necessary
- Attend HEC programming events as requested by the Sales Director

### Preferred Qualifications:

- Strong communication, organization, and time management skills
- Innovative and collaborative mindset
- Ability to multitask and complete assignments efficiently
- Willingness to abide by HEC-wide expectations, including conflict resolution and grievance procedures, discipline/corrective measures, and resignation/termination protocol

### Expected Time Commitment:

- Attend the HEC kickoff event in September 2023
- Help facilitate Telethon training in October/November 2023
- Attend Sales Team meetings once per week and periodic one-on-one check-ins with the Director

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- Attend all engagement and team member appreciation events
- Minimal individual planning and collaboration over academic breaks
- Attend HEC weekend, April 24-27th, 2025

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## ROOMS & GUEST EXPERIENCE DEPARTMENT JOB DESCRIPTIONS

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### Room Block Assistant Director

The Room Block Assistant Director (RBAD) is responsible for assisting the Rooms & Guest Experience Director in the coordination of the HEC Block that the Statler Hotel holds for the conference weekend. They will have a strong impact on conference attendees' experience and require Rooms experience, preferably in reservations or Front Desk at The Statler or with Infor HMS. They set an important impression for the younger students involved in HEC, and it is their responsibility to inspire and encourage their team members to continue to be involved in Hotel Ezra Cornell. The RBAD is also responsible for supporting the other Assistant Directors throughout the year and during HEC weekend.

#### Tasks, Duties, and Responsibilities:

- Help plan and lead weekly team meetings and training sessions
- Maintain communication with all Front Office staff of The Statler Hotel
- Protect Inventory for frequent HEC guests, VIP guests, and those requested by any VIP stakeholder within HEC (Dean Walsh, Donors etc.)
- Manage inventory for any HEC speakers or HEC group guests, fit all room types, and manage negatives and upgrades
- Provide support to other departments with Rooms-specific questions
- Assist the Rooms & Guest Experience Director with any other miscellaneous tasks required for the planning and implementation of Hotel Ezra Cornell

#### Preferred Qualifications:

- Excellent verbal and written communication skills that maintain professionalism
- Strong Rooms experience, preferably in the Statler Front Office
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

#### Time Commitment:

- Meetings with hotel staff (1-2 hours per week)
- Weekly team meetings (1 hour per week)
- Meetings with Rooms & Guest Experience Director and ADs (1 hour per week)
- Attend all engagement/team member appreciation events (2 hours per month)
- Full HEC weekend availability (10-15 hours per day from April 24th – April 27th)

## Guest Experience Assistant Director

The Guest Experience Assistant Director (GEAD) is responsible for assisting the Rooms & Guest Experience Director in managing a team of Guest Experience Managers (GEMs) and bridging the connection between conference attendees and students. They should be skilled in providing superb guest service as they will play an essential role in ensuring guests feel welcomed at all points of contact leading up to and during the conference. They set an important impression for the younger students involved in HEC, and it is their responsibility to inspire and encourage their team members to continue to be involved in Hotel Ezra Cornell. The GEAD is also responsible for supporting the other Assistant Directors throughout the year and during HEC weekend.

### Tasks, Duties, and Responsibilities:

- Manage and establish relationships with Guest Experience Managers (GEMs)
- Help plan and lead weekly team meetings and practical training sessions
- Personally oversee HEC guest communication, while closely monitoring all VIP communication
- Supervise the Lowes Lobby of The Statler Hotel and other active HEC locations throughout the weekend
- Provide support to other departments with Rooms-specific questions
- Assist the Rooms & Guest Experience Director with any other miscellaneous tasks required for the planning and implementation of Hotel Ezra Cornell

### Preferred Qualifications:

- Excellent verbal and written communication skills that maintain professionalism
- Ability to lead and motivate a team
- Ability to remain calm under pressure and properly resolve guest issues
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Weekly team meetings (1 hour per week)
- Meetings with Rooms & Guest Experience Director and ADs (1 hour per week)
- Attend all engagement/team member appreciation events (2 hours per month)
- Full HEC weekend availability (10-15 hours per day from April 24th - April 27th)

## Guest Amenity Assistant Director

The Guest Amenity Assistant Director (GAAD) is responsible for assisting the Rooms & Guest Experience Director in managing the team of Guest Experience Managers (GEMs). They oversee the ideation and procurement of the items to be placed during housekeeping turndown for conference guests staying at The Statler Hotel, and distribution to attendees staying elsewhere as well. They have a tremendous impact on the guest experience behind the scenes and work closely with The Statler Hotel to ensure a memorable stay. They set an important impression for the younger students involved in HEC, and it is their responsibility to inspire and encourage their team members. The GAAD is also responsible for supporting the other Assistant Directors throughout the year and during HEC weekend.

### Tasks, Duties, and Responsibilities:

- Manage and establish relationships with Guest Experience Managers (GEMs)
- Help plan and lead weekly team meetings and practical training sessions
- Package, assemble, and take inventory of amenities in accordance with shipping times and delivery
- Coordinate with Statler Housekeeping Department to ensure smooth integration of HEC amenity placement and turndown service during the weekend
- Create amenity descriptions and profiles in accordance with the HEC 100 theme
- Provide support to other departments with Rooms-specific questions
- Assist the Rooms & Guest Experience Director with any other miscellaneous tasks required for the planning and implementation of Hotel Ezra Cornell

### Preferred Qualifications:

- Strong interpersonal skills and close attention to detail
- Creative mindset and ability to think outside of the box
- Sense of urgency to work in a timely manner in high pressure situations
- Patience and great listening skills in following changing instructions
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Weekly team meetings (1 hour per week)
- Meetings with Rooms & Guest Experience Director and ADs (1 hour per week)
- Attend all engagement/team member appreciation events (2 hours per month)
- Full HEC weekend availability (10-15 hours per day from April 24th - April 27th)

## Guest Experience Manager

The Guest Experience Manager position serves as an integral “first line” of interaction between HEC and its attendees. They have the responsibility of establishing and maintaining the closest professional relationships with guests out of all Hotel Ezra Cornell Managers, and work in a team environment to provide support in terms of hotel operations and guest service knowledge. Guest Experience Managers are also active behind the scenes to help develop unique amenity ideas and manage amenity placement. They are responsible for ensuring the HEC Statler guest rooms are up to standard and personalized to make sure all guests feel treasured. GEMs are valuable members of HEC who can showcase their creativity and communication skills internally and externally.

### Tasks, Duties, and Responsibilities:

- Interact with and relay information to guests, serving as their point of contact for any and all HEC-related questions
- Provide proficient concierge knowledge about Statler Hotel operations, Cornell University, and the greater Ithaca area during the conference
- Meet and speak with guests (specifically those assigned throughout the year)
- Assist in the amenity development process by contributing unique ideas
- Ensure that amenities are placed and coordinate efforts of volunteers along with performing turndown service during the conference
- Help other teams and volunteers to provide a well-rounded guest experience
- Assist the Rooms & Guest Experience Director and Assistant Directors with any other miscellaneous tasks required for the planning and implementation of Hotel Ezra Cornell

### Preferred Qualifications:

- Excellent verbal and written communication skills that maintain professionalism
- Strong guest-facing experience, preferably in Rooms Department
- Ability to work on a team and maintain a positive attitude
- Creative and genuine dedication to guest satisfaction
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedure

### Time Commitment:

- HEC Weekly team meetings (1 hour per week)
- Maintain communication with assigned guests (1 hour per week)
- Attend housekeeping training sessions and review manuals (1 hour per month)
- Attend all engagement/team member appreciation events (2 hours per month)
- Full HEC weekend availability (6-8 hours per day from April 24th - April 27th)

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## BUDGET & PROCUREMENT DEPARTMENT JOB DESCRIPTION

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### Budget & Procurement Assistant Director

Budget and Procurement Assistant Directors are responsible for helping to create and maintain the HEC 100 budget. Additionally, they will help learn, oversee, and improve the procurement systems throughout the school year. Assistant Directors will sit in on other department meetings to gain an understanding of their vision, providing a voice of reason for conference constraints and reporting notes back to the Director. With the group, they will take on small projects of interest to facilitate a high level of organization for all departments, including BERT submission processes, Excel templates, and ADACO orders, later corresponding with the Director. During the Conference, ADs will oversee the receiving department and help in other departments. They will learn about ordering and receiving supplies and assist with budget tracking. Creating comprehensive and useful budget resources, having a meticulous eye toward supply obtainment and distribution, and having team, leadership, and communication skills are integral to the success of the role.

#### Tasks, Duties, and Responsibilities:

- Review the HEC 100 budget and assist the director with tracking budget and interdepartmental spending
- Work with Director to learn and understand the procurement systems, including Adaco and Eshop
- Work with Director to learn and understand the BERT submission process
- Keep track of a specific HEC pod's spending, the feasibility of plans, and report back to the director
- Set and manage internal controls for inventory, keeping track of what comes in and out
- Help create and improve current finance and procurement resources for the internal and external organization of departments
- Assist in the ordering and receiving processes
- Attend all team meetings and attend assigned pod meetings

#### Preferred Qualifications:

- Strong organizational and interpersonal skills
- Ability to lead and follow as a part of a team
- Detail oriented with strong time management skills
- Proficient in Microsoft Excel

- Ability to learn quickly and think of innovative ways to improve current finance and procurements processes

*Time Commitment:*

- Attending weekly team meetings (~4 hours per month)
- Attending meetings with director (~3 hours per month)
- All HEC related “practice” and appreciation events (~12 hours total)
- Track budgets and procurement systems, helping to build any related models (~4 hours/month)
- Assisting with procurement logistics starting a few weeks prior to the conference (~20 hours total)



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## DONOR RELATIONS DEPARTMENT JOB DESCRIPTIONS

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### Donor Relations Assistant Director

The Donor Relations Assistant Director will be supervising the Donor Relations managers within the department. The Assistant Director will report to the Donor Relations Director and work with the managers on acquiring, receiving, reviewing, and distributing all donations for functions, events, and departments leading up to and during HEC weekend. The Donor Relations Assistant Director will assist with the Cornell Giving Day campaign.

#### Tasks, Duties, and Responsibilities:

- Help supervise the Donor Relations Managers in executing targeted donor outreach based on various department needs (e.g., room amenities, F&B donations, etc.)
- Delegate and follow up with time-sensitive work within the department
- Collaborate with the Director to brainstorm and implement new donor outreach strategies
- Attend weekly team meetings and separate meetings with the Director to discuss donor outreach and donations
- Assist the Director with separate projects as needed.

#### Responsibilities During HEC Weekend:

- Meet and greet donors throughout the weekend
- Assist other departments where necessary
- Communicate with other departments to observe how donations are being utilized
- Ensure donated products are being highlighted and photographed

#### Preferred Qualifications:

- Experience in fundraising and outreach
- Excellent teamwork skills and inquisitive attitude
- Strong communication, organizational, leadership, and time management skills

#### Time Commitment:

- Attend all team meetings (~1 hour weekly)
- Attend all engagement/team member appreciation events (~2 hours per month)
- Attend meetings with the Director (~2-3 hours per month)
- Extensive individual planning and collaboration over winter & spring break
- Full HEC weekend availability

## Donor Relations Manager

The Donor Relations Manager will help acquire, receive, review, and distribute donations for functions, events, and departments leading up to and during HEC weekend. They will create new and develop existing relationships with donors to ensure HEC weekend success. They will also play a role in developing Cornell Giving Day materials.

### Tasks, Duties, and Responsibilities:

- Work alongside the Assistant Directors to integrate more donations into procurement plans for HEC events
- Assist with donor outreach and donation procurement for the weekend
- Develop relationships with donors and serve as a liaison between donors and HEC
- Work closely with specific departments such as Culinary or Rooms to fulfill as many of their needs as possible
- Conduct outreach to potential donors every week and follow up in a timely manner
- Communicate frequently with the Director and Assistant Director to update the team on donation statuses and donor relationships

### Responsibilities During HEC Weekend:

- Meet and greet donors throughout the weekend
- Assist other departments where necessary
- Communicate with other departments to observe how donations are being utilized
- Ensure donated products are being highlighted and photographed

### Preferred Qualifications:

- Strong interpersonal skills, enthusiasm for networking
- Clear organizational skills, ability to communicate proactively
- Excellent teamwork skills and positive attitude
- Strong attention to detail and research skills

### Time Commitment:

- Attend all team meetings (~1 hour weekly)
- Attend all engagement events (~2 hours per month)
- Attend at least one HEC-related “practice” event (~8 hours total)
- Approximately 35 working hours during HEC weekend

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## PEOPLE AND CULTURE DEPARTMENT JOB DESCRIPTIONS

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### People & Culture Assistant Director

The People & Culture Assistant Director will be responsible for the retention and satisfaction of all HEC members. They will ensure that all student participants have opportunities to make meaningful connections throughout the year through planning engaging events. In addition, People & Culture Assistant Directors will oversee student recognition efforts and coordinate volunteer recruitment in the spring. Assistant Directors will also be responsible for managing volunteers and operating the People & Culture room during HEC weekend.

#### Responsibilities During the School Year:

- Create a framework for establishing an inclusive HEC culture
- Assist in planning and executing Fall and Spring HEC-wide events and initiatives
- Lead and monitor goal setting efforts for all HEC members throughout the year
- Collect feedback from HEC members throughout the year and host skills and leadership development workshops based on feedback results
- Create a rewards and recognition system for HEC members
- Assist in tracking the People and Culture department budget
- Assist in the planning and execution of volunteer recruitment and training
- Develop compliance, rules, and guidelines for all members during HEC weekend
- Create and execute a plan for monitoring and measuring the effectiveness of People & Culture initiatives
- Oversee the development and planning of HEC engagement and appreciation events by managers
- Work with managers to enhance interdepartmental bonding and communication through various events with your designated pods
- Provide support on any other duties or tasks as assigned by the Director

#### Responsibilities During HEC Weekend:

- Act as a point of contact for all HEC members and assigned pods
- Manage and track all HEC volunteers, including the distribution of all uniforms, name tags, and radios
- Set up and manage the People & Culture room
- Assist other departments throughout HEC weekend, as needed

#### Preferred Qualifications:

- Clear and timely communication skills
- Accountable, reliable, and self-motivated

- Strong teamwork and cooperation abilities
- Interest in human resources and/or event planning
- Passion for serving others and bringing people together
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

*Time Commitment:*

- Attend the HEC Kickoff event in the Fall
- Attend and assist with Volunteer Kickoff and AD/Manager Kickoff in the Spring
- Attend all People & Culture team meetings (~2 hours per week)
- Assist with and attend all People & Culture events and initiatives (~10 hours per month)
- Assist with Volunteer Recruitment in February/March (~10 hours per month)
- Full HEC weekend availability (April 24 - 27, 2025)

## People & Culture Manager

People & Culture Managers will be responsible for successfully planning and executing bonding, wellbeing events, and initiatives throughout the year. Managers will rotate through different parts of the P&C department, experiencing administrative HR work and event planning efforts. During HEC weekend, Managers will be responsible for managing volunteers and operating the People & Culture room.

### Responsibilities During the School Year:

- Assist in the planning and execution of key P&C events and initiatives
  - Work with other departments and external contacts to plan events, and order supplies
  - Work with the Marketing & Media to promote events and initiatives
  - Set up, oversee the staffing, and execution of events and initiatives
- Work with Assistant Directors in managing the human resources aspect of HEC
- Provide support for all People & Culture initiatives, especially recruitment for volunteers in the Spring semester
- Work with Assistant Directors to enhance interdepartmental bonding and communication through various events with your designated pods

### Responsibilities During HEC Weekend:

- Act as a point of contact for all HEC members
- Help distribute and track uniforms, nametags, and radios
- Direct students to their appropriate volunteer shift locations
- Operate the People & Culture room
- Assist other departments throughout HEC weekend, as needed

### Preferred Qualifications:

- Clear and timely communication skills
- Accountable, reliable, and self-motivated
- Strong teamwork and cooperation abilities
- Interest in human resources and/or event planning
- Passion for serving others and bringing people together
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Attend the HEC Kickoff events
- Attend all People & Culture team meetings (~1 hour per week)
- Assist with all People & Culture events/initiatives (~8 hours per month)
- Full HEC weekend availability (April 24 - 27, 2025)

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## PHILANTHROPY DEPARTMENT JOB DESCRIPTION

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### Philanthropy Manager

Philanthropy Managers will play a creative and assistive role in the operations of the Philanthropy Team. Managers will be primarily responsible for outreach and organization throughout the year. This involves communicating with donors and partners for the auction and raffle, tabling, and developing fundraising initiatives.

If you are a personable, creative, and organized person who wants to work with HEC to give back to our community and the hospitality industry, Philanthropy Manager would be a great role for you.

#### Tasks, Duties, and Responsibilities:

##### Responsibilities During the School Year:

- Reach out to potential donors to procure items for the auction and raffle
- Update spreadsheets for tracking donations and planning philanthropy events
- Brainstorm, organize, and execute philanthropy initiatives and events throughout the school year and for HEC weekend, both online and in person
- Assist in planning and outreach for all philanthropy events
- Attend weekly hour-long Philanthropy Team meetings
- Table for and advertise philanthropy events

##### Responsibilities During the Conference:

- Meet and greet guests during the auction and raffle, provide information on items and bidding guidelines, sell raffle tickets and encourage bids
- Assist other departments when/where necessary

##### Required Time Commitment:

- Full HEC weekend availability (Thursday, April 24th through Sunday, April 27th, 2025)
- Weekly hour-long Philanthropy Team meetings
- 2+ team bonding events per semester!

##### Recommended Qualifications:

- Experience in outreach, event management/planning skills, and/or fundraising

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## MARKETING AND MEDIA DEPARTMENT JOB DESCRIPTIONS

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### Marketing & Media Growth Assistant Director

The Marketing & Media Growth Assistant Director is responsible for monitoring and growing the social media presence of Hotel Ezra Cornell. They will work closely with the director and other assistant directors to create campaigns that grow HEC's following to a wider audience. They will collect data on HEC's campaigns, present their findings to the team, and find ways to implement upcoming marketing trends to keep the HEC following active. In addition, they will work closely with departments such as communications, sales, and history to ensure all HEC promotional materials are aligned.

#### Responsibilities During the School Year:

- Assist in the execution of marketing plan throughout the school year
- Collect data on the performance of campaigns and present findings to Marketing & Media team
- Research marketing trends and work with both the M&M Director and Marketing Assistant Director to find ways to adapt marketing plan to implement successful trends
- Make recommendations on how to engage HEC following and increase our reach
- Work with history, programs, sales, and communications departments to ensure the public image of HEC is aligned
- Provide support to the director on any other duties or tasks that are assigned by the director

#### Responsibilities During HEC Weekend:

##### In addition to the above responsibilities:

- Assist Marketing & Media Director with any spontaneous projects that arise during the weekend
- Assist other departments in any ways they see fit

#### Preferred Qualifications:

- Strong communication, organizational, teamwork, and leadership skills
- Microsoft Excel Skills
- Previous marketing and/or media experience preferred
- Familiarity with multiple social media platforms
- Ability to lead small groups

- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

*Time Commitment:*

- Attend the HEC kickoff in late-September
- Marketing & Media team meetings (1 hour/week)
- Meetings with M&M Director and other M&M Ads (1 hour/week)
- Note that most marketing work will be done on one's own time
- Meetings with other teams and bonding events (3 hrs/month)
- Full HEC weekend availability (April 24-27, 2025)



## Marketing Assistant Director

The Marketing Assistant Director will work with the Marketing & Media and Communications Directors to manage the social media presence of Hotel Ezra Cornell. They will be responsible for all social media channel oversight as well as supporting the team with the creation and publicization of content across HEC's numerous social media accounts. The Marketing Assistant Director will edit and adapt the marketing plan to support the findings of the Marketing & Media Growth Assistant Director and will coordinate to see those projects to completion.

### Responsibilities During the School Year:

- Assist in the execution of marketing plan throughout the school year
- Continuously plan and publish social media content throughout the school year
- Ensure all content is on time and matches HEC brand standards
- Gather relevant, quality content for HEC's social media channels
- Work with M&M director and other Assistant Directors to execute cross-department initiatives, including but not limited to department spotlights, history content, and volunteer recruitment.
- Help recruit and train volunteers for HEC weekend.

### Responsibilities During HEC Weekend:

#### In addition to the above responsibilities:

- Coordinate social media coverage of all HEC events
- Photos, videos, quotes, captions, etc.
- Assist other departments in any ways they see fit

### Preferred Qualifications:

- Strong communication, organizational, teamwork, and leadership skills
- An eye for design and aesthetics
- Previous marketing and/or media experience preferred
- Familiarity with multiple social media platforms
- Possess time management and multitasking capabilities
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Attend the HEC kickoff in late-September
- Marketing & Media team meetings (1 hour/week)
- Meetings with M&M Director and other M&M Ads (1 hour/week)
- Meetings with other teams and bonding events (3 hrs/month)
- Full HEC weekend availability (April 24-27, 2025)

## Marketing & Media Manager

The Marketing & Media Manager will be responsible for executing the marketing and media plan throughout the school year. Working closely with the Marketing & Media and Communications teams, they will be actively involved in all steps of the production process, from organization to publishing.

### Responsibilities During the School Year:

- Be present for coverage of all HEC events
- Help develop media plan for HEC weekend events, including F&B events and programming
- Help recruit and train volunteers for HEC weekend
- Film and edit photos and videos to be used for HEC communications
- Provide support to the media team if needed

### Responsibilities During HEC Weekend:

#### In addition to the above responsibilities:

- Execute media plan for each conference program and F&B event
- Edit and organize photos and videos continually taken throughout the conference
- Assist other departments in any ways they see fit

### Preferred Qualifications:

- Strong communication, organizational, teamwork, and leadership skills
- Knowledge of or willingness to learn Adobe Lightroom, Canva, or other similar graphic design and photo editing programs
- Proficient with Microsoft Office and Google Suite
- Openness to listening and implementing ideas from anywhere within the marketing & media and overall HEC teams
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Attend the HEC kickoff in late-September
- Marketing & Media team meetings (1 hour/week)
- Meetings with other teams and bonding events (2 hrs/month)
- Full HEC weekend availability (April 24-27, 2025)

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## IMPACT & INCLUSION DEPARTMENT JOB DESCRIPTIONS

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### Development & Analytics Assistant Director

The Development & Analytics Assistant Director will work closely with the Director of Impact & Inclusion in the team's strategic direction, timelines for achieving goals, and future planning. This role is pivotal in planning and executing I&I training workshops and developing the comprehensive Impact and Inclusion Data Report at the end of the year. This position is for people who are willing to recognize privilege, risk comfort, investigate biases, and continue educating themselves. Someone in this position must be committed to positively impacting the organization and School of Hotel Administration. We are looking for someone with plentiful ideas and a commitment to creating a more diverse hospitality industry.

#### Responsibilities During the School Year:

- Attend any and all meetings on a regular basis
- Lead in the planning and Execution of at least 1 training during each semester
- Collect and Analyze demographic data
- Develop the Impact and Inclusion (I&I) Data Report by thoroughly analyzing and interpreting demographic and sustainability data
- Oversee and support the Manager(s)
- Provide support on any other duties or tasks that the Director assigns

#### Responsibilities During HEC Weekend:

- Operate and maintain the Destress and Support Room
- Ensure guests' needs are met
- Work cross-functionally with the P&C department and other departments to meet any needs that the team may have

#### Preferred Qualifications:

- Strong analytical, communication, organization, and leadership skills
- Previous experience in data analytics a plus
- Previous experience in diversity, impact, and inclusion a plus
- Time management and multitasking abilities
- Proficient in Microsoft Word, Excel, and PowerPoint

#### Time Commitment:

- Attend all meetings with the Director and Team (~1.5 hours per week)
- Participate in all pre-HEC events (~10 hours per semester)
- About 1 hour of project execution per week
- About 20 working hours during HEC weekend (April 24th - April 27th)

## Community Outreach Assistant Director

The Community Outreach Assistant Director will work closely with the Director of Impact & Inclusion to assist in the team's strategic direction, timelines for achieving goals, and future planning. This role is crucial in leading and managing projects related to I&I programming and outreach initiatives. This position is for people who are willing to recognize privilege, risk comfort, investigate biases, and continue educating themselves. Someone in this position must be committed to positively impacting the organization and School of Hotel Administration. We are looking for someone with plentiful ideas and a commitment to creating a more diverse hospitality industry.

### Responsibilities During the School Year:

- Attend any and all meetings on a regular basis
- Lead in the planning and execution of at least 1 programming event each semester focusing on diversity education and/or professional development for HEC students
- Work with the Marketing department to promote I&I programming events and initiatives
- Help create interactive projects and source featured speakers
- Oversee and support the Manager(s)
- Provide support on any other duties or tasks that the Director assigns

### Responsibilities During HEC Weekend:

- Operate and maintain the Destress and Support Room
- Ensure guests' needs are met
- Work cross-functionally with the P&C department and other departments to meet any needs that the team may have

### Preferred Qualifications:

- Strong communication, organization, and leadership skills
- Previous experience in diversity, impact, and inclusion a plus
- Time management and multitasking abilities
- Proficient in Microsoft Word, Excel, and PowerPoint

### Time Commitment:

- Attend all meetings with the Director and Team (~1.5 hours per week)
- Participate in all pre-HEC events (~10 hours per semester)
- About 1 hour of project execution per week
- About 20 working hours during HEC weekend (April 24th - April 27th)

## Development & Analytics Manager

The Development & Analytics Managers will aid the Development & Analytics Assistant Director in executing several workshops per semester and compiling demographic data. They will collaborate within the team and cross-functionally across departments on a project of their own design, to promote a more inclusive Hotelie community. This position is ideal for passionate, caring candidates who have a strong desire to develop their leadership abilities and positively impact the School of Hotel Administration.

### Responsibilities During the School Year:

- Run a project of their own design to further enhance the impact of HEC on the guests, speakers, and students
- Assist in developing training content and demographic data collection and analysis
- Complete all duties or tasks assigned by the Development & Analytics Assistant Director or Impact & Inclusion Director
- Conduct outreach to determine places for potential collaboration within The Hotel School and the broader Cornell community

### Responsibilities During HEC Weekend:

- Operate and maintain the Destress and Support Room
- Ensure guests' needs are met
- Work cross-functionally with the P&C department and other departments to meet any needs that the team may have

### Preferred Qualifications:

- Strong analytical, communication, organization, and leadership skills
- Time management and multitasking abilities
- Willing to learn about or has previous experience in diversity and inclusion

### Time Commitment:

- Attend all meetings with the Director and Team (~1 hour per week)
- Participate in all pre-HEC events (~10 hours per semester)
- About 1 hour of project execution per week
- About 15 working hours during HEC weekend (April 24th - April 27th)

## Community Outreach Manager

The Community Outreach Managers will aid the Community Outreach Assistant Director in executing several projects and events per semester. They will collaborate within the team and cross-functionally across departments on a project of their own design, to promote a more inclusive Hotelie community. This position is ideal for passionate, caring candidates who have a strong desire to develop their leadership abilities and positively impact the School of Hotel Administration.

### Responsibilities During the School Year:

- Run a project of their own design to further enhance the impact of HEC on the guests, speakers, and students
- Assist in creating, developing, and executing programming events, and contacting speakers
- Complete all duties or tasks assigned by the Community Outreach Assistant Director or Impact & Inclusion Director
- Conduct outreach to determine places for potential collaboration within The Hotel School and the broader Cornell community

### Responsibilities During HEC Weekend:

- Operate and maintain the Destress and Support Room
- Ensure guests' needs are met
- Work cross-functionally with the P&C department and other departments to meet any needs that the team may have

### Preferred Qualifications:

- Strong communication, organization, and leadership skills
- Time management and multitasking abilities
- Willing to learn about or has previous experience in diversity and inclusion

### Time Commitment:

- Attend all meetings with the Director and Team (~1 hour per week)
- Participate in all pre-HEC events (~10 hours per semester)
- About 1 hour of project execution per week
- About 15 working hours during HEC weekend (April 24th - April 27th)

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## COMMUNICATIONS DEPARTMENT JOB DESCRIPTIONS

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### Content Creation Manager

The Content Creation Manager will be focused on brainstorming new content that will be included in the newsletters, social media platforms, and blog. Additionally, thinking of new and innovative ways to communicate HEC's mission and values. If you are outgoing, creative, and enjoy working with others, you may be a great fit as the Content Creation Manager.

#### Responsibilities During the Summer and School Year:

- Generating unique ways to spread the word about this year's conference
- Reaching out to faculty members and school administrators to increase the exposure of our promotional material
- Making sure that all written content being produced properly and adequately reflects the message of this year's conference

#### Responsibilities During HEC Weekend:

- Attend and take notes on workshops throughout the weekend
- Assist the Director and Assistant Directors with compiling materials for post HEC weekend recap

#### Preferred Qualifications:

- Some knowledge of PR and communications, or a strong willingness to learn
- Strong organizational, teamwork skills
- Possess time management and multitasking abilities
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedure

#### Time Commitment:

- Attend the HEC kickoff event in October
- Attend all Communications team meetings (~3 hours per month)
- Please note: Most written work and research will be done on one's own time
- Attend all engagement/team member appreciation events (~2 hours per month)
- Full HEC weekend availability (Thursday, April 24 –Sunday, April 27, 2025)

## Brand Maintenance Manager

The Brand Maintenance Manager will be very focused on ensuring that this year's conference is being promoted in an appropriate and intentional manner. You will be working very closely with the marketing department. If you are outgoing, interested in external communications and branding, and enjoy working with others, you may excel as the Brand Maintenance Manager.

If you are creative, organized, detail-oriented and can simultaneously balance multiple projects, and enjoy working with other people, the Brand Maintenance Manager position may be perfect for you!

### Responsibilities During the Summer and School Year:

- Generating unique ways to spread the word about this year's conference
- Reaching out to faculty members and school administrators to increase the exposure of our promotional material
- Making sure that all written content being produced properly and adequately reflects the message of this year's conference
- Communicating regularly with the Diversity and Inclusion department to ensure that our outreach is all-encompassing and unbiased

### Responsibilities During HEC Weekend:

- Attend and take notes on workshops throughout the weekend
- Assist the Director and Assistant Directors with compiling materials for post HEC weekend recap

### Preferred Qualifications:

- Some knowledge of PR and communications, or a strong willingness to learn
- Strong organizational, teamwork skills
- Possess time management and multitasking abilities
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedure

### Time Commitment:

- Attend the HEC kickoff event in October
- Attend all Communications team meetings (~3 hours per month)
- Please note: Most written work and research will be done on one's own time
- Attend all engagement/team member appreciation events (~2 hours per month)
- Full HEC weekend availability (Thursday, April 24 –Sunday, April 27, 2025)



## Communications Manager

The Communications Manager is primarily responsible for creating the written material that will be included in the newsletters, social media platforms, and blog. They will be given some freedom with the content they produce to ensure that they are generating meaningful, authentic material.

If you are creative, organized, can simultaneously balance multiple projects, and enjoy working with other people, the Communications Manager position may be perfect for you!

### Responsibilities During the Summer and School Year:

- Discussing content lanes with the Communications Director and ADs
- Meeting deadlines and producing content in a timely manner, giving the other team members time to review and vet your work
- Conducting research on relevant topics and ensuring the production of accurate, relevant, and timely information
- Conducting interviews with professors, alumni, faculty members, etc. in order to collect information to enhance the quality of written material

### Responsibilities During HEC Weekend:

- Attend and take notes on workshops throughout the weekend
- Assist the Director and Assistant Directors with compiling materials for post HEC weekend recap

### Preferred Qualifications:

- Some knowledge of PR and communications, or a strong willingness to learn
- Experience producing written materials (feel free to email writing samples to the Communications Director to showcase your talent)
- Strong organizational, teamwork skills
- Possess time management and multitasking abilities
- Ability to abide by all HEC-wide expectations including resignation/termination protocol, conflict resolution and grievance procedures, and discipline/corrective action procedures

### Time Commitment:

- Attend the HEC kickoff event in October
- Attend all Communications team meetings (~3 hours per month)
- Please note: Most written work and research will be done on one's own time
- Attend all engagement/team member appreciation events (~2 hours per month)
- Full HEC weekend availability (Thursday, April 24 –Sunday, April 27, 2025)

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## LOGISTICS DEPARTMENT JOB DESCRIPTION

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### Logistics Assistant Director

The Logistics Assistant Director is responsible for supporting the Logistics Director in executing all offsite event details for the HEC conference weekend. They will gain exposure to all aspects of conference events and aid in creating high-level execution plans for event elements unique to HEC 100. They will own and organize communications for specific accounts such as vendors, offsite venues, and other stakeholders outside of Statler Hall and Hotel. During the HEC weekend, they will aid in coordinating spaces, transportation, inventory, and rentals.

This role will involve working cross-functionally with the Food & Beverage, Beverage, Design, F&B Service, Conference Services, Culinary, and Programs teams.

#### Responsibilities During School Year:

- Assist Logistics Director in off-site & inventory planning
- Booking spaces and brainstorming logistical work plans for events
- Coordinate and lead cross-functional meetings with assigned event teams
- Promote inter-team dialog during event planning stages
- Send out meeting recaps, and keep all leads from each department informed
- Attend all Logistics AD meetings

#### Responsibilities During HEC Events:

- Act as a liaison between conference and external stakeholders
- Be informed on all offsite F&B and Programs event details, plans, and logistics
  - Attend and supervise assigned events
- Be a resource to others when the Logistics director is not available
- Interact with guests—generate conversations about HEC, the Hotel School, and the F&B teams
- Assist all teams as needed with set-up and tear-down for offsite events

#### Qualifications:

- Previous HEC experience required - preferably with CS or other F&B team
- Strong communication, organization, and leadership skills
- Possess time management and strong multitasking abilities
- Highly self-motivated, adaptable, and willing to tackle new challenges

#### Time Commitment:

- Attend all pre-HEC engagement/appreciation events (~4 hours per month)
- Attend all Logistics team weekly meetings (~1 hour per week)
- Attend any event-specific team meetings (~4 hours per month)

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## HISTORY DEPARTMENT JOB DESCRIPTIONS

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### Archiving & Reporting Assistant Director

The Archiving and Reporting Assistant Director will work closely with the Historian Director on a very special project for HEC 100- a commemorative book that will encapsulate the last 100 years of our organization! The ADAR will lead a team of managers who will research, document and design this book that will be distributed to HEC guests, enthusiasts and kept in the archives for future reference.

#### Responsibilities During the School Year:

- Attend weekly full team meetings
- Attend weekly AD meetings
- Ensure the managers are working in a timely manner, and keep a well organized file on all research conducted by them
- Reach out to Hotel School alumni and conduct interviews with them/ collect information from them
- Ensure the HEC 100 book comes together in a cohesive and creative way
- Assist the Historian Director with any other duties as assigned

#### Responsibilities During HEC Weekend:

- Assist the Historian Director with any tasks assigned
- Assist the Historian Director in presenting the history of HEC in a creative way to guests

#### Preferred Qualifications:

- Positive Attitude
- Hardworking
- Dedicated to HEC
- Well organized
- Good time management
- Creative
- Prior experience working with Adobe or Canva

#### Time Commitment:

- Weekly full team meetings (~1 hour/week)
- Weekly AD meetings (~1 hour/week)
- Team & HEC wide bonding events (~2 hours/month)
- One-on-one check ins with director (~30 minutes/month)
- Full HEC weekend availability (April 24th-27th, 2025)

## Multimedia Coordination Assistant Director

The Multimedia Coordination Assistant Director will be responsible for the maintenance of the HEC virtual archives! This new position will entail leading a team of managers who will create content for the HEC website, highlighting the last 100 years of HEC. The ADMC will have weekly one-on-one meetings with managers and ensure that a new post is made weekly.

### Responsibilities During the School Year:

- Attend weekly full team meetings
- Attend weekly AD meetings
- Have weekly one-on-ones with managers to do a preliminary check-in about their content creation
- Ensure that content is posted weekly and that the content made reflects HEC in a positive and professional way
- Come up with creative ideas for media creation

### Responsibilities During HEC Weekend:

- Assist the Historian Director with any tasks assigned
- Assist the Historian Director in presenting the history of HEC in a creative way to guests

### Preferred Qualifications:

- Positive Attitude
- Hardworking
- Dedicated to HEC
- Good time management
- Prior experience writing and/or making content
- Creative

### Time Commitment:

- Weekly full team meetings (~1 hour/week)
- Weekly AD meetings (~1 hour/week)
- Team & HEC wide bonding events (~2 hours/month)
- One-on-one check ins with director (~30 minutes/month)
- One-on-one check ins with managers (~30 minutes/week)
- Full HEC weekend availability (April 24th-27th, 2025)

## Holistic Operations Assistant Director

The Holistic Operations Assistant Director will be responsible for leading any other projects throughout the year! This is an opportunity to get creative and find exciting ways to showcase HEC's unique history.

### Responsibilities During the School Year:

- Attend weekly full team meetings
- Attend weekly AD meetings
- Dream up and execute exciting ways to showcase HEC's history with students and alumni
- Work closely with the Historian Director on any projects she wants completed
- Coordinate with other departments to make these ideas a reality

### Responsibilities During HEC Weekend:

- Assist the Historian Director with any tasks assigned
- Assist the Historian Director in presenting the history of HEC in a creative way to guests

### Preferred Qualifications:

- Positive Attitude
- Hardworking
- Dedicated to HEC
- Organized
- Ability to work on multiple projects at once

### Time Commitment:

- Weekly full team meetings (~1 hour/week)
- Weekly AD meetings (~1 hour/week)
- Team & HEC wide bonding events (~2 hours/month)
- One-on-one check ins with director (~30 minutes/month)
- Full HEC weekend availability (April 24th-27th, 2025)

## History Manager

Historians will help make HEC 100, HEC 100! They will conduct research on the last 100 years of HEC and then bring it to life with our HEC 100 book and media content posts. Historians will also help the Assistant Director of Holistic Operations with any other projects that will be completed.

### Responsibilities During the School Year:

- Attend weekly full team meetings
- Conduct research about the history of HEC in a timely manner
- Create one content post per semester (about)
- Assist the Director and ADs with any other projects they want to complete

### Responsibilities During HEC Weekend:

- Assist the Historian Director with any tasks assigned
- Assist the Historian Director in presenting the history of HEC in a creative way to guests

### Preferred Qualifications:

- Positive Attitude
- Hardworking
- Dedicated to HEC
- Experience working with canva or adobe
- Organized

### Time Commitment:

- Weekly full team meetings (~1 hour/week)
- Team & HEC wide bonding events (~2 hours/month)
- One-on-one check ins with director (~30 minutes/month)
- One-on-one check ins with the Assistant Director of Multimedia Coordination (~30 minutes/semester)
- Full HEC weekend availability (April 24th-27th, 2025)

BOARD OF DIRECTORS' CONTACT INFORMATION

Name	Position	Net ID
Sarah Newcomb	Managing Director	sgn33
Sofia Kulasooriya	Executive Chef	sk2674
Anna Brashear	Beverage Director	aeb349
Joy Xu	Food & Beverage Service Director	jzx4
Andrew Zhang	Food & Beverage Director	aqz2
Will Aepelbacher	Conference Services Director	wma35
Matthew Merrill	Design Director	mrm374
Gigi Chan	Programs Director	gc449
Kelly Cobb	Sales Director	kcc83
Nina Lyons	Rooms & Guest Experience Director	nel42
Maya Sakamoto	Budget & Procurement Director	ms3667
Mark Mollov	Donor Relations Director	mbm273
Yolanda Rodríguez	People & Culture Director	ybr3
Olivia Mirabito	Philanthropy Director	om222
Gavin Ross	Marketing & Media Director	gr353
Mmesoma Nwajagu	Impact & Inclusion Director	can83
Caitlin Tam	Communications Director	ct498
Jessica Lee	Logistics Director	jjl343
Kathryn Poschmann	Historian Director	kgp44