

GSMSA-BA Officer Positions and Responsibilities

Summer 2025 - Spring 2026

(Updated: 2/19/2025)

President

The key responsibilities of this position are:

- Oversee all activities of the GSMSA Bay Area (GSMSA-BA)
- Foster and maintain a relationship with the Director of Alumni Relations
- Serve as a board member for the Bay Area MBA program on the **ASM Umbrella Org**
- Foster and maintain relationships with the **various GSM business units**, business partners, and other student organizations across the MBA, MPAC and MSBA program
- Work with the ASM Umbrella Org to create and update a combined **by-laws** document
- Schedule of quarterly internal / staff meetings and plan GSMSA-BA leadership retreat
- Monitor the GSMSA-BA budget and approve expenses
- Lead the Big Ask submission effort to the GSM annually
- Co-lead coordination of All-Star Signature Event annually
- Manage the transition of future GSMSA-BA leadership board

Vice President, External Affairs

The key responsibilities of this position are:

- Serve as a Board Member for the Bay Area MBA program on the **ASM Umbrella Org**
- Organize and represent the Bay Area MBA program in the **annual GSM Olympics**
- Support any cross-program activities including promoting other programs' events
- Coordinate Bay Area leaders' attendance at the **spring leadership summit** in Davis
- Serve as the main point of contact for the Career Development team
- Organize quarterly professional and/or career-focused events for the Bay Area MBA program
- Develop, coordinate and/or cultivate professional development opportunities for the Bay Area MBA program
- Conduct surveys or other methods to continuously identify top companies and positions Bay Area MBA students are or would like to pursue
- Monitor GSMSA-BA budget and expenses along with President & VP of Internal
- Co-lead coordination of **All-Star Signature Event** annually
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Vice President, Internal Affairs

The key responsibilities of this position are:

- Coordinate with the Bay Area MBA Program Manager for the **first-year orientation** and **peer mentor program** (collaborating with BAAP)
- Recruit first-year GSMSA-BA members
- Organize **networking opportunities** for Bay Area MBA students

- Coordinate surveys or other methods to improve the **dining experience** at the San Ramon campus
- Co-lead coordination of **All-Star Signature Event** annually
- Monitor GSMSA-BA budget and expenses along with President & VP External
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Academic Affairs

The key responsibilities of this position are:

- Advocate for balanced, competitive class offerings for Bay Area MBA students
- Solicit feedback from Bay Area MBA students on class offerings and schedule - if applicable
- Distribute **mid-quarter survey** (anonymous) to student to check the pulse of Bay Area courses and share directly with professors
- Partner with the MBA Academic Director on any **GSM curriculum** review and feedback
- Lead the **IMP/IMS student feedback** loop to ensure capstone requirements are improved for future cohorts
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Student Affairs

The key responsibilities of this position are:

- Serve as the main point of contact for **Bay Area MBA clubs** on/off boarding
- Update yearly club leaders & contact info and share with GSM staff
- Plan annual **Bay Area Club fair** for club leaders to recruit and connect new members
- Lead the review and approval process for **club funding and dues**
- Communicate with club leaders on the resources available to maintenance activities
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities

Director of Marketing & Communications

The key responsibilities of this position are:

- Manage/update the GSMSA-BA [webpage](#)
- Act as the point person to promote all GSMSA-BA events
- Assist with program communication platform (Slack,Whatsapp, in-person)
- Supply GSM Marketing team with event photos and creatives to boost GSM Bay Area program visibility on social media / website
- Recruit [student volunteers](#) for the annual GSM [photography session](#) (if applicable)
- Perform other duties as assigned, in addition to the general GSMSA-BA member responsibilities