

QUEEN'S BUSINESS REVIEW

MARCH HIRING

2024/2025 PACKAGE

Smith School of Business is situated on the traditional lands of the Anishinaabe and the Haudenosaunee Peoples.

Acknowledging them reminds us of our important connection to this land where we live, learn, and work. Queen's Business Review recognizes, honours, and respects these nations as the traditional stewards of the lands and water on which Queen's is now present.

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We are the sole student-run business publication on Queen's Campus.
In the past year, Queen's Business Review saw

1 PRINT EDITION RELEASE &
LAUNCH EVENT

48 ARTICLES
PUBLISHED

2 CASE WRITING
CONTRIBUTIONS

35% GROWTH IN
READERSHIP

With more to come..



Stay Oriented.

Queen's Business Review is **one of Canada's leading** undergraduate business publications with over 200 articles published since our genesis over twelve years ago.

Our purpose is to provide a **forum for people to communicate ideas** and viewpoints, as well as to think about topics that go behind the boundaries of our university campus. We offer an unparalleled professional and educational opportunity for students passionate about publications, writing, creative expression, and analysis. Ultimately, we aim to curate and empower the most inquisitive minds here at Queen's University.





Message from the

Editors in Chief

At some point in your life, you often hear the inevitable question, what are you interested in? It may seem that the answer is simple, but the truth is that each one of us shares interests in multiple industries that we struggle to ameliorate the differences. As students, we are all on a journey to discover our interests, but where we differ is the medium in which we spread our insights, whether it is through discounted cash flow analyses, balanced scorecards, or audits. What do these have in common?

Each and every single one of us aims to express knowledge. This is where we come in and transcend the boundaries of our current education through a medium that unites us all – the **article**.

We hope to embark you on a journey where you possess the creative autonomy and research opportunities to learn more about what interests you. Whether you are writing about technology, financial markets, economics, strategy, or politics, here you have a place to articulate your thoughts on what you have observed across these industries while getting to interview leading experts.

We leave you with the opportunity to be **a compass** for the **world's most fascinating topics**.

2024/2025 Editors in Chief



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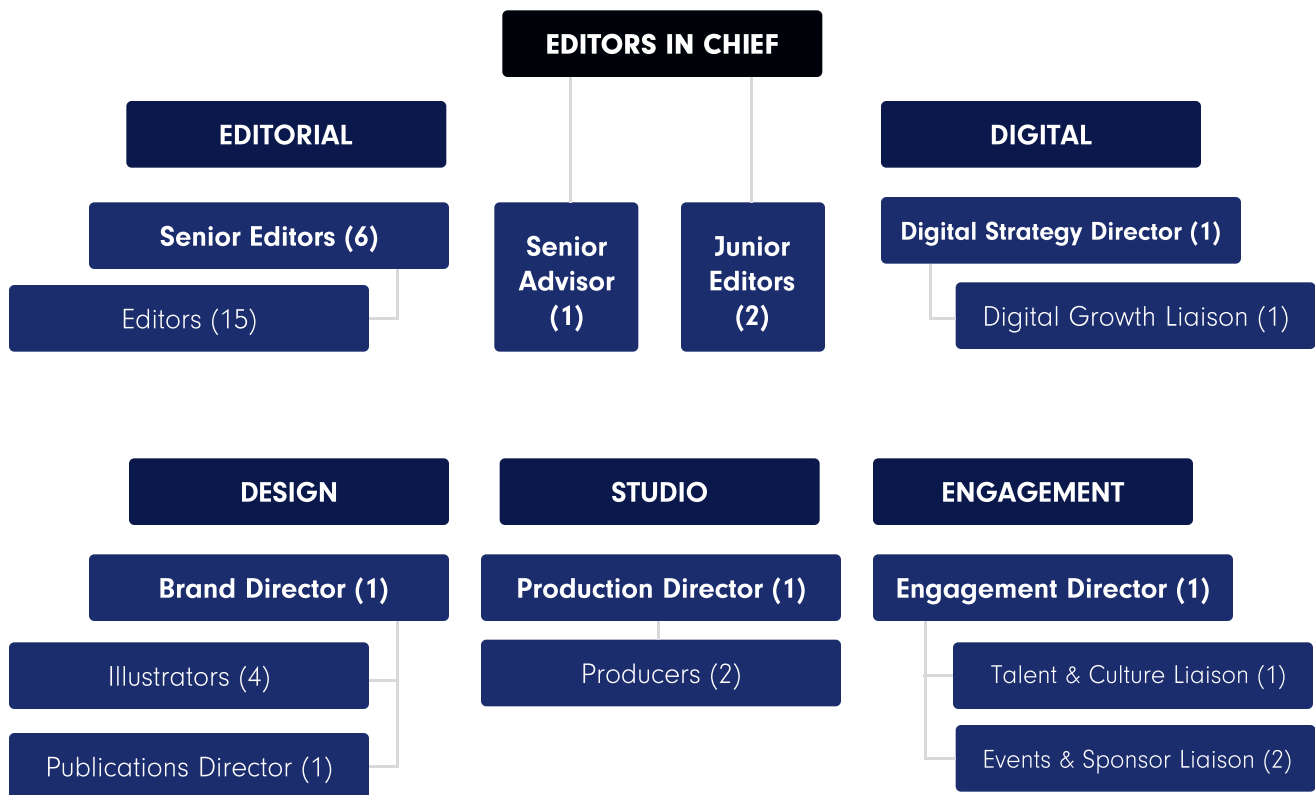
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Executive Structure.

Editorial – your writers.
Studio – your storytellers.
Design – your creatives.
Digital – your technology pathfinders.
Engagement – your culture and events.





Editorial Portfolio Descriptions

Politics and the World

At the crossroads of diplomacy, law and international affairs, your insights will shine a light on the macro geopolitical events that intricately shape the political landscape of the corporate world. Your critical assessment of partisan perspectives, current global events, and legislative dilemmas will **provide a guide through these conscientious matters**.

Click [here](#) for past article example.

Economics and Policy

Utilising tools of policy and economic theories, you will analyse micro, macro and international policies in relation to the current economic landscape faced by our corporate sector. Think Freakonomics but better. You have the role of deriving meaning from economic policy, bridging together legislative language, arrays of economic data, and **discerning patterns within volatility**.

Click [here](#) for past article example.

Financial Markets

What determines value and wealth creation? With increasing pressure from asset management firms for investments to be reflective of multiple stakeholders, you currently stand at the junction of traditional capital markets and the critical moves business leaders are taking today to reshape financial valuations and regulation. Look carefully, and leverage your understanding of the intricacies of financial theory to present digestible ideas **straight from the market**.

Click [here](#) for past article example.

Technology and Innovation

You are tasked with the responsibility to portray a realistic image of the future: whether it is venturing into the start-up world and emerging industries to exploring tech giants, risk management platforms, biotechnology, digital nomads, and more. Your research opportunities are endless, and it **starts with your interest in humanity's novelty**.

Click [here](#) for past article example.

Strategy

You uncover the hidden quirks observed across industries. You highlight how business leaders are constantly innovating to maintain a competitive edge and address unfulfilled demand in the market. With the creative liberty to analyze the supply chain, brand, human resource, and digital strategies of all kinds of industries, whether it be entertainment, music, tourism, recycling – you are one of the **first to report on business breakthroughs**.

Click [here](#) for past article example.



Editorial Portfolio Descriptions

Research

You are responsible for unravelling webs of information, assessing and aggregating knowledge and finally synthesising these findings in a meaningful way. An underlying function within every written piece, a focus on research aims to create an educated and fairly supported argument. This focus on building an evidentiary foundation encourages the **creation of coherence within mystified spaces**.

Click [here](#) to visit the Weekly Snapshot.

Creative Portfolio Descriptions

Design

You create illustrations that enhance our content and deliver key themes. You ideate with teams and remain the **backbone** of our articles, allowing readers to quickly get the gist of an article through imagery. You work on our newsletter, website, social media, and more, and ultimately package the publication of our articles in a way that **caters to the mind's eye**.

Studio

You master the art of storytelling. You immerse yourself in the perspective of a watcher and curate engaging ways to articulate our research findings – video essays. You have a keen eye in interviewing leading experts on key matters, engaging professors for their thoughts on our article topics, and consulting students on worldly matters as they occur. You **immortalize real-life discussion and candid reactions** to pressing issues.

Digital

You are the **voice that amplifies our message**, bridging the gap between our creative efforts and our audience. Through innovative digital strategies and insightful analytics, you ensure our articles, video essays, and visual content reach not only our existing community but also captivate new audiences across the globe. Collaborating closely with the Design, Studio, and Engagement teams, you analyse trends and feedback, adjusting our approach to stay ahead of the curve. Your role is pivotal in making our publication a beacon of knowledge and insight. **Through your efforts, our brand not only shines but grows**, fostering a community that is engaged, educated, and empowered.

Engagement

You build connections with our alumni and industry leaders to create events that empower our editors and designers to reach new heights. Ranging from planning the print launch, summit in New York to designing workshops and print copies – you seek to **invigorate our culture** and **create meaningful memories** for our team.

Discover where you're meant to be.

We're committed to developing a community that embraces the ingenuity of Queen's University.

Check out more of our articles [here](#) and visit us on social media [here](#).



Editorial Portfolio Positions

Senior Editor (6)

- Develop and submit content for the Queen’s Business Review print and digital platforms, minimum three articles over the course of three publishing cycles.
- Play a vital role in the management of the respective editorial portfolio, establishing a clear schedule for editors on portfolio that requires a minimum of 3 edited submissions that seeks to improve readability, sentence structure, and stylistic features.
- Work alongside Editors in Chief and other senior executive members to led ad-hoc meetings, being in weekly communication on goal progression, independent projects, and more.
- Edit portfolio articles for grammar, structure, content and fact-check citations while enforcing fair and ethical journalism integrity and etiquette.
- Develop a strong relationship with editors and ensure the QBR motto is emphasised in articles produced by editors.

Ideal Candidate

You have strong writing competencies, including grammatical, spelling, and editing knowledge. You are able to hold the portfolio accountable and responsibly organise ad-hoc meetings and create drafting schedules during each article publishing cycle. You demonstrate interest, passion and commitment to staying up-to-date with world news. You’re a beacon, exhibiting tangible leadership skills and a willingness to take initiative.

Team management experience is an asset.

Editor (15)

- Ideate, write and publish content for the Queen’s Business Review print and digital platforms, minimum three articles over the course of three publishing cycles.
- Participate in editorial meetings aimed at generating content ideas and developing articles.
- Engage with portfolio and cross-portfolio teams in ideation for content creation.
- Practise fair and ethical journalistic integrity and etiquette.

Ideal Candidate

You are passionate about writing and curating written content as well as demonstrating strong writing competencies. You demonstrate interest and commitment to staying up-to-date with world news. As our reporter and opinion source, you have effective organisational skills, time management abilities and attention to detail. You must be self-motivated and have a strong willingness to bring ideas forth, and execute written mastery in your work.





Engagement Portfolio Positions

Engagement Director (1)

- Oversee the ideation and execution by working closely with the liaisons for our two main annual events – the New York Summit in the fall semester and Print Launch in the winter semester.
- Cold-call industry leaders in the summer to build a network of 20 professionals in finance, law, consulting, technology, and continue expanding our connections.
- Maintain relationships with 2 current sponsors and delegate the procurement of new sponsors to liaisons to support the website, print edition, and events.
- Supervise workshops, weekly meeting debates, and social events by coordinating with the liaisons and promote an EDII focus.
- Manage communications with other student organizations on a case-basis for events, socials, and workshops.

Ideal Candidate

Event success rests on your shoulders. You have an active, guiding role for the liaisons. You are able to teach the liaisons the ropes, inviting them to meetings with industry professionals, offering them email templates, outlining successful communication strategies, and planning ahead to account for their learning curve. You are self-disciplined, lead by example, and thrive in managing multiple stakeholders.

Talent & Culture Liaison (1)

- Execute 4 writing and professor workshops, facilitate each topic for our weekly meeting debates, figure out meeting icebreakers, and seek partnerships with student organizations.
- Plan the firms and industries to explore for the New York Summit and Print Launch and remain the key point of contact for the internal focus of our events.
- Manage the tight-knit culture of the club through buddy programs, merchandise, and organizing socials.

Ideal Candidate

You love to be around others. You are outgoing, offer a sense of structure to members, and possess creative thoughts on how to strengthen communication in a team setting. You are responsible for bridging all the cross-functional teams and building a cohesive culture.

Events & Sponsor Liaison (2)

- Execute the event-planning process of the New York Summit and Print Launch by independently cold-calling industry leaders and overseeing booking logistics.
- Secure 3 new sponsorships that support the website, print edition, and aforementioned annual events.
- Manage compliance to event sanctioning, build the itinerary, and remain the key point of contact for the external focus of our annual events.

Ideal Candidate

You always take initiative and thrive in roles that require high responsibility. You go above and beyond the requirements of your role, foreseeing what would be the next step appreciated by your director in the event-planning process. Most importantly, you communicate as you work, updating your co-liaison and director as you achieve milestones.



Design Portfolio Positions

Brand Director (1)

- Cultivate and maintain a comprehensive visual brand identity and artistic direction for editorials across each portfolio.
- Convene with the Digital team to grasp their promotional requirements and offer strategic advice and solutions to fulfil these needs.
- Facilitate and promote communication between illustrators, senior editors, and editors to create visual interpretations of editorials that align with the author's intent.
- Direct illustrators on the design journey and ensure that all deliverables are to the highest quality standards.

Ideal Candidate

You are excellent with communication and interpersonal skills, with the ability to present ideas and designs to both technical and non-technical stakeholders. You are an imaginative thinker with a keen eye, you possess the ability to curate a strong vision for QBR in print and in media.

Strong knowledge of design principles and the ability to apply them across various media platforms will be of help to you in this role. Organisation and collaborative communication talents are a valuable resource.

Illustrators (4)

- Create consistent graphics and visual materials for articles to be showcased on social platforms and QBR's archives.
- Craft charts, tables, images and creative depictions for advertising objectives within reasonable timelines.
- Analyze articles and drafts, collaborating with editors to forge graphic imagery which adhere to the article's visual appeal and accurately reflect the content.
- Act as a support for the digital team and print publications by providing illustration and design guidance.
- Collaborate with the Brand Director to guarantee that all artistic representations of articles adhere to guidelines and standards of each portfolio.

Ideal Candidate

You are central to shaping the public's perception of QBR, turning our editors' words into vibrant and colourful representations across our social media, website, and print materials. You have strong aesthetic skills and a keen eye with the ability to work across multiple colours, fonts, layouts and font guidelines. You are always looking to improve your graphic prowess, and have an openness to giving and receiving feedback to better yourself as a designer and better the team.

A strong sense of design, illustration, and typography is an asset. Proficiencies in Adobe Illustrator, Canva, Figma, and other design software is an extremely valuable resource.





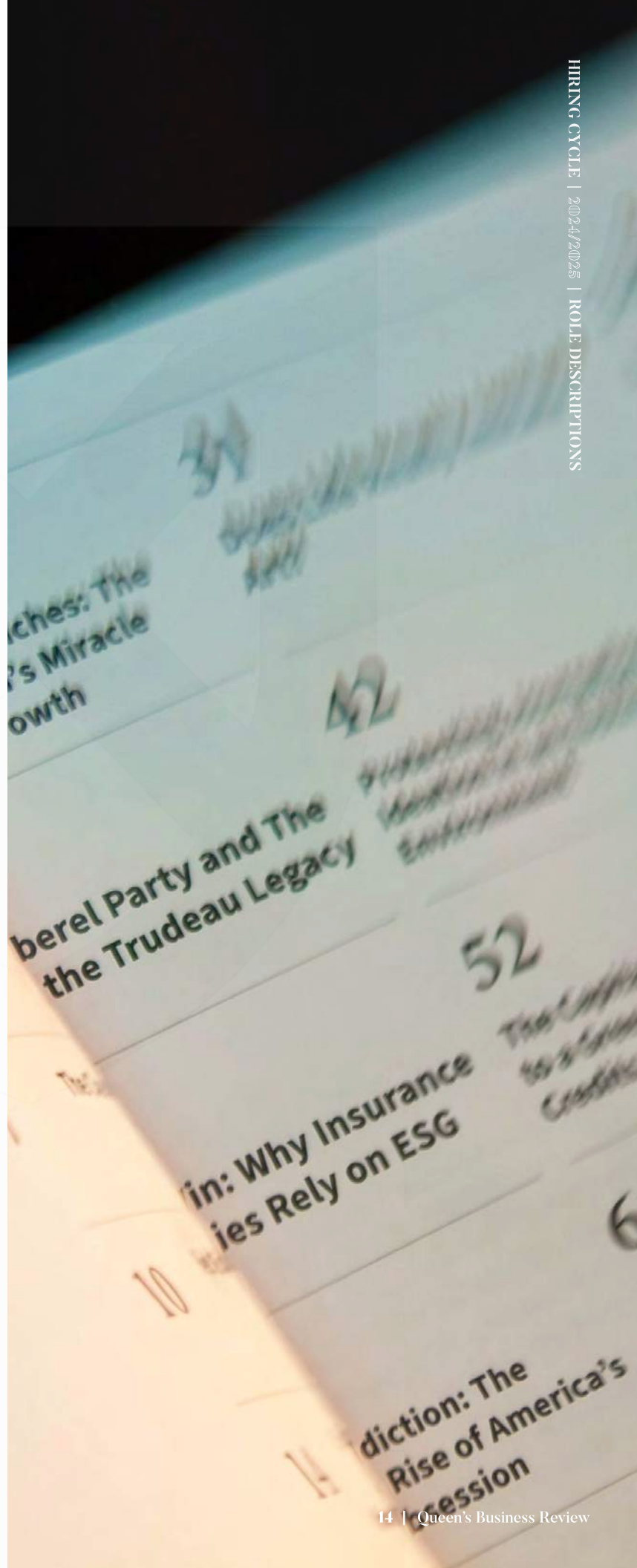
Design Portfolio Positions

Publications Director (1)

- Lead the design and implementation of QBR's print edition.
- Liaise with key stakeholders to build community relations, develop and utilise necessary materials to secure sponsorship.
- Collaborate with the Engagement team and the Events & Sponsor liaison to host the Print Launch event.
- Work with the Design and Digital team to ensure that all sponsorship material and print edition adhere to QBR's brand.

Ideal Candidate

You demonstrate adaptability in your position and actively participate in the print launch throughout the year. With a creative mindset, you possess the skill to craft a compelling vision for the print publication, informed by QBR's historical background and contemporary affairs. You are keen on forging partnerships and establishing networks to guarantee the success of the print publication.





Studio Portfolio Positions

Production Director (1)

- Curate the creative vision for the year, identifying the topics for each short form production and the final premiere.
- Liaise with producers to research and develop compelling narratives and storyboards for video content.
- Communicate with marketing and distribution teams to develop strategies for promoting and distributing video content across various platforms.
- Facilitate communication and coordination between production team members, ensuring clarity of roles and responsibilities.
- Produce and guide in the production of digital video content to effectively educate audiences on developing topics including but not limited to, short video essays, longer form videos, promotional videos, and the like.

Ideal Candidate

You are the pulse of the studio team and backbone behind QBR's most compelling storytelling method. You manage the timeline of each production and offer a clear structure for your producers. You conduct brainstorm meetings and video editing work sessions to remain on track. You understand how to motivate your producers for both the short-form, immediate content production and final premiere.

Prior experience with videography, video editing, and graphics are assets. Access to filming hardware and equipment is a valuable resource.

Producers (2)

- Investigate engaging stories within both local community settings and worldwide scenes to develop storyboards and scripts for unique narratives.
- Capture, document, and refine the stories to craft two concise video essays (30 seconds - 2 minutes) aimed at educating users effectively.
- Build and execute the most important long form production (5 - 6 minutes) that will be premiered in the winter semester for our annual Print Launch.
- Film on-campus content on pressing issues, interviewing students, professors, and industry leaders with two short-form productions (1 - 3 minutes).
- Conduct post-production tasks such as video editing, sound mixing, and colour grading to enhance the visual and auditory appeal of content.

Ideal Candidate

You're keen to broadcast your enthusiasms globally and create one of the most acclaimed types of media at QBR, the forefront of content and news - videos. You're receptive to acquiring new skills and keen on exploring innovative methods of video production, showing flexibility in adapting to training on software and filming techniques. Collaborating closely with the Production Director, you actively contribute ideas, becoming the actual voice for distinctive narratives that have captured your attention.

Prior experience with videography, video editing, and graphics are assets. Access to filming hardware and equipment is a valuable resource.



Digital Portfolio Positions

Digital Strategy Director (1)

- Craft a comprehensive marketing strategy and outlook in collaboration with the Brand Director and Production Director to maintain QBR's branding integrity.
- Manage the structure and updating of editorial content on the QBR website.
- Oversee digital footprint across various social media channels, setting schedules, organizing posting frameworks, and coordinating tasks of the Digital Growth Liaison.
- Monitor all of QBR's outputs, such as video essays and article publications, and consistently report on KPI's that measure audience engagement to implement optimization strategies.
- Steer and direct the team to ensure all tasks are completed punctually and meet standards.

Digital Growth Liaison (1)

- Publish, manage, and coordinate structure of editorial content on the existing QBR website.
- Work with the Digital Strategy Director and Design team to develop and distribute digital content across QBR's social platforms, including but not limited to promotional posts on editorials.
- Assist in the distribution of all QBR publications and execute strategies to improve the club's digital presence.

Ideal Candidate

You have a keen interest and have worked in user-centred experiences on websites, newsletters, and social media platforms. You have organization and collaborative communication talents.

Experience with web design (SquareSpace) and a comfortability working with analytics and front-end development technologies and frameworks (HTML, CSS) is an extremely valuable resource. Knowledge of user-centred design principles and methodologies will be of help to you in this role. Experience with social media management is an asset.

Ideal Candidate

You have a good sense of time management and have worked collaboratively in cross functional teams. With great skills in communication, you can respond to messages quickly and appropriately.

Strong knowledge of design principles and the ability to apply them across various media platforms will be of help to you in this role. Experience with web design (SquareSpace) and a comfortability working with analytics and or HTML/CSS will be of help to you in this role. Prior experience with public speaking would be an asset.

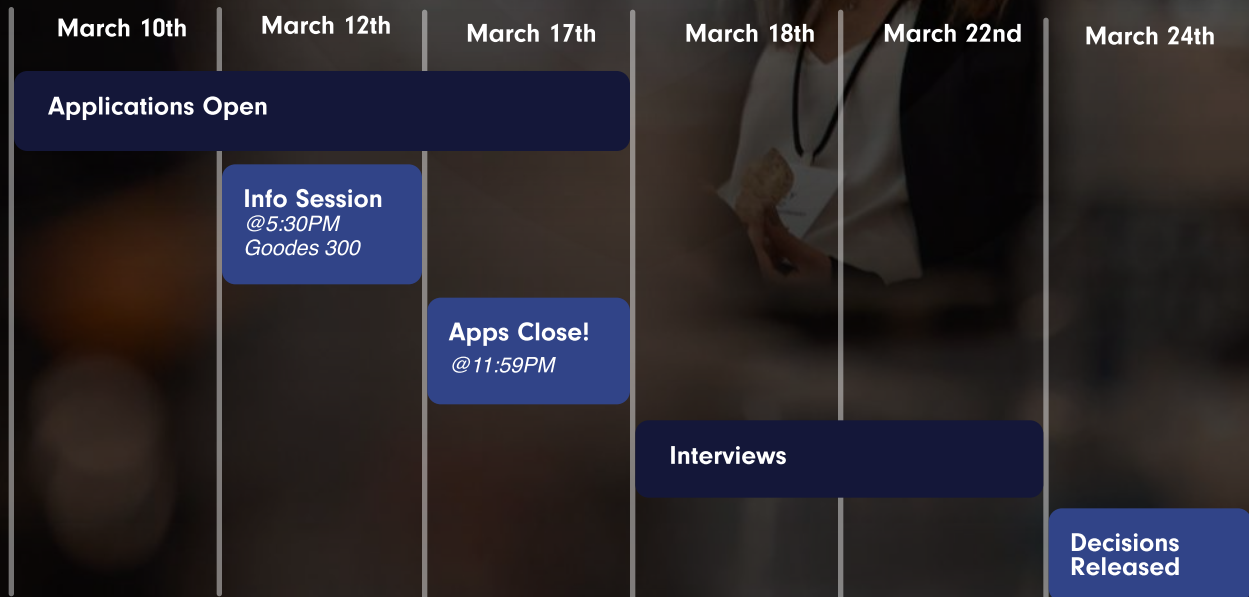




Let's get started.

Your first step is visiting the ComSoc Shop - located at my.comsoc.ca. We advise taking the time to familiarize yourself with our club prior to your interview. Review our **hiring timeline** and submit your application promptly - remember, the early bird catches the worm. Examine our requirements to identify the role that suits you best, yet **remain receptive to acquiring new skills**, as training and personal growth opportunities will be provided throughout **your journey with us**.

Hiring timeline



Application Format

Written Application

Editors, this is your true chance to showcase your portfolio. Write to the best of your abilities by encompassing your own experiences and subject matter you are interested in along the way. It should demonstrate what is your purpose, what are your key areas of interest, offer a glimpse into what your writer voice sounds like, and what is something unique you will bring to our team. Designers and liaisons, you get to display your strengths and previous experiences. Show us not just your finished portfolio, but the storm of your creative process too and demonstrate you are the best fit for the role.

There is no minimum GPA requirement for any of the positions offered, just a passion for the craft.

Interview

You might be wondering what the interview will actually be like. We are seeking a set of people who are self-disciplined, motivated, and above all, inherently passionate about building a platform for students where we can delve into some of the world's most fascinating topics in global affairs, strategy, geopolitics, business, and more.

From a technical standpoint, your interview will be 15 minutes and will consist of behavioural, situational, and creative questions to gauge your writing aptitude, adaptability, and fit. Here are **some potential sample questions** below:

Leadership and Knowledge

- Pitch us an interesting topic we might have not heard about.
- What is one way you will take initiative and become a leader in your role?
- What is something new you would bring into your role?

Passion & Personality

- If you were given the chance to rename the seasons, what would you call them?
- What's something interesting people might not know about you?
- What song is most accurately reflective of your personality?
- What's your favourite article of QBR?

Questions? You can contact any of the Editors in Chief for a coffee chat. We are always open to a good conversation.



Inclusivity Commitments

Queen's Business Review's mission on mobilising knowledge while featuring diverse perspectives equitably and transparently is our primary focus. We hope to cultivate an inclusive and equitable environment for all individuals from diverse backgrounds and identities.

We acknowledge a commitment towards equity, diversity and inclusion as an ongoing process of learning and transparency. QBR welcomes open discussion and feedback regarding current equitable operation measures to contribute to a better Queen's community.

We strongly advocate for equal opportunities for all candidates to apply for our openings. **If you require accommodations for any aspect of the written, creative, or interview components, please do not hesitate to contact any of the Editors in Chief.** We are here to support and accommodate your needs.

Good luck, and see you soon.



Your compass for
the world.

queensbusinessreview.com