







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. We recognize, honour, and respect these nations as the traditional stewards of the lands and water on which Queen's is now present.

Leave your Mark.

We deliver perspectives from those
aspiring to initiate global impact.

queensbusinessreview.com





#1

Fastest growing undergraduate business publication in Canada

70+

Alumni to support your career path

SOLE

Student-run business publication on Queen's Campus

8K+

Views on published articles in 2022

Beyond Ideas.

Our mission is always to provide a forum for people to communicate ideas and viewpoints, as well as to think about topics that go beyond the boundaries of our university campus.

As Canada's largest student-run business publication group, we offer an unparalleled one-of-a-kind professional and educational opportunity for students interested in writing, analysis, creative expression, and discussion. As part of our purpose to curate and empower the most interesting and provocative minds at Queen's, we have expanded into podcasts, investigative journalism, interviews, case writing, covering weekly news pieces, and research with an ever-growing team.



Co-Chair Message

As we approach the 10th anniversary of Queen's Business Reviews (QBR), our objective as Editor-in-Chiefs is to establish a venue for Smith students to share ideas and explore issues that extend beyond the walls of our university.

Being the top student-run business journal, we take pleasure in producing great content and giving students an unforgettable experience by emphasizing professional growth and industry exposure. We hope to carry on this heritage while also pushing the boundaries of what a student-run publication can achieve in our 10 year anniversary. We intend to broaden our reach to a worldwide audience and collaborate with leading experts from a range of industries in order to provide our readers with a variety of perspectives. We also intend to experiment with new content formats and mediums, such as podcasts and video interviews, in order to better engage with our audience and stay up with the evolving media landscape. Ultimately, our goal for the 10th year of QBR is to be a leading voice in the business community while also pushing ourselves to innovate and explore new frontiers in journalism and content production. We're excited about the adventure ahead and can't wait to share it with you!

We are thrilled to be kicking off our March hiring cycle! If you have any questions, do not hesitate to reach out to the Management Team.

2023-2024 Editor-in-Chiefs



Alex Lian

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Philip Russ

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Josh Cristofoli

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Club Structure

The Co-chairs will overlook 2 portfolios, editorial and creative.

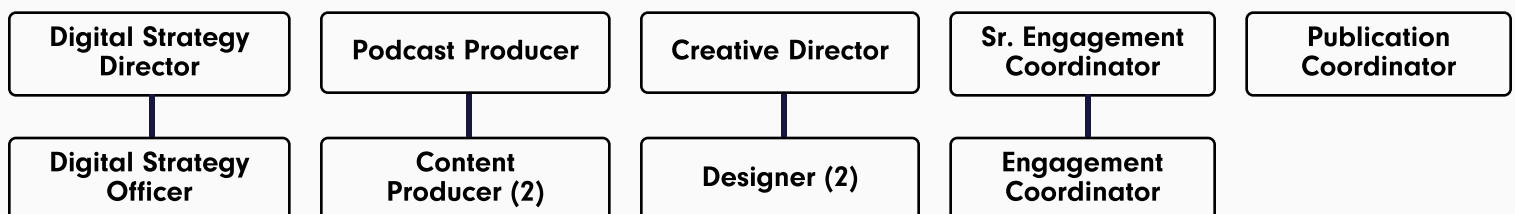
- **Editorial:** QBR covers a wide range of topics, including strategy, politics, economics, financial markets, and technology. We try to arm our readers with ideas that help them become smarter, more creative, and more courageous in their work.
- **Creative:** We publish media of many lengths print, graphics, podcasts, videos, and just about any other media that might help us share an idea effectively.



Editorial Team (5)



Creative Team



Inspire your Story.

Politics and the World

This portfolio is concerned with politics and foreign issues. This team's editors are primarily interested in issues such as elections, legislation, and diplomacy. Human rights to geopolitical conflicts are all subjects for investigation. These authors should not be hesitant to take on contentious matters in politics - or the world - and critically assess them.

Click [here](#) for an example of a past article in this portfolio.

Economics and Policy

The application of economic theory to real-world events is referred to as economic policy. Consider Freakonomics, but better. Editors have previously investigated topics ranging from changes in oil prices to government decisions on interest rate setting. Fiscal policy and taxation are further examples.

Click [here](#) for an example of a past article in this portfolio.

Financial Markets

The financial markets portfolio examines all aspects of capital markets and corporate finance, including investment, financial regulation, social finance, and more. This portfolio's editors are interested in delving deep into existing financial conventions and discovering the field's outer edges.

Click [here](#) for an example of a past article in this portfolio.

Technology and Innovation

As technology becomes more prevalent in the corporate sector, this portfolio will be motivated to assess the convergence of business, technology, and innovation, as well as the resulting impact on society. This portfolio's editors are passionate about emerging technologies, Big Tech's position in today's economy, and the resulting laws that are becoming more common.

Click [here](#) for an example of a past article in this portfolio.

Strategy

Today's renowned company leaders are seeking to innovate the way they express your brand strategy, from external movement creation to interactive marketing. Creating a systematic plan for brands to grow enables businesses all over the world to engage with their target audience while also establishing relevance in social concerns that can be used to enhance the perception of the product or organization. This portfolio's editors will concentrate on intriguing, relevant, and distinct marketing or strategy efforts that have been implemented globally.

Click [here](#) for an example of a past article in this portfolio.



QBR Purpose Conference





Discover Where you're meant to be.

We're committed to developing a community that reflects the ingenuity of Queen's



Check out our current team at queensbusinessreview.com/team

Editorial Team

Senior Editors (5):

Responsibilities:

- Develop and submit content for the Queen's Business Review's print and digital platforms (includes potential weekly write-ups too - dependent on emails sent out asking for availability)
- Work alongside co-chairs and other senior executive members to lead mandatory bi-weekly meetings, updating executive on goal progression, special projects, and more
- Assist in the development of internal special projects
- Play a vital role in the management of portfolios and ensuring accountability of all editors in your portfolio
- Establish a clear schedule for junior editors on portfolio that requires a minimum of 3 edited drafts that seeks to improve readability, sentence structure and stylistic features.
- Edit internal articles for grammar, structure, and fact-check citations
- Develop a strong relationship with junior editors and ensure QBR motto is emphasized in articles produced by editors.

Ideal Candidate:

- Strong writing competencies, including grammatical, spelling, and editing knowledge
- Is able to hold team accountable and responsibly organize bi-weekly meetings and draft write up schedules during article writing season
- Has a demonstrable interest and commitment to staying up-to-date with world news
- Exhibits tangible leadership skills and a willingness to take initiative
- Team management experience is an asset.

Editors (10-12):

Responsibilities:

- Ideate, write, and publish content for the Queen's Business Review's print and digital platforms
- Participate in regular editorial meetings aimed at generating content ideas and developing articles
- Engage with student faculty in ideation sprints and public commentary
- Practice fair and ethical journalistic integrity

Ideal Candidate:

- Passionate about writing and curating content
- Has a demonstrable interest and commitment to staying up-to-date with world news
- Effective organizational skills, time management abilities, and attention to detail
- Strong willingness to learn





Research Editors (2):

Responsibilities:

- Evaluate facts pertaining to a particular subject in order to develop in-depth articles and scripts
- Providing additional research support to writers and assisting them in correcting the issues related to spelling, grammar, style, flow, and factual correctness
- Create podcast/video episode ideas and concepts
- Develop script outlines and specifics based on concepts or ideas.
- Collaborate with editorial teams to develop special projects

Ideal Candidate:

- Excellent creative writing skills, including knowledge of grammar, spelling, and editing
- Enthusiastic about writing and content curation
- Attention to detail and the ability to monitor and manage time efficiently

Alex Sun

Editor | Strategy

“From curating compelling articles to meeting industry professionals on our NYC trip, I can whole heartedly say that QBR has strengthened my understanding of the business world.”

Michelle Zou

Sr. Editor | Technology & Innovation

“QBR has always given me the freedom to explore the topics I've been interested in, as well as the support I needed to guide me through the editorial process. Getting the chance to work with everyone on the team for the last 3 years has been a pleasure”

Digital Strategy Team

Digital Strategy Director (1):

Responsibilities:

- Establish vision for editorial content structure on the existing QBR website.
- Working with the Executives and Creative team to create social media communication strategy and plan content calendar.
- Conduct SEO analysis and implement optimization strategies.
- Oversee the distribution of all QBR publications and develop strategies to improve the club's digital presence - Maintain and oversee upkeep of website.
- Develop, track and communicate on a regular basis KPI's that reflect engagement with our social media and website platforms so we can understand what content drives interest

Ideal Candidate:

- Experience with web design (Squarespace)
- Prior knowledge of HTML/CSS is an asset
- Exhibits a capacity and drive to grow creative content
- Adept at working both autonomously or alongside other team members
- Proactive attitude in engaging with student body and industry professionals

Digital Strategy Officer (1):

Responsibilities:

- Publish, manage, and restructure editorial content on the existing QBR website
- Work with the Digital Strategy Director and Creative team to develop digital content across QBR's various platforms
- Assist in the distribution of all OBR publications and execute strategies to improve the club's digital presence

Ideal Candidate:

- Experience with web design (Squarespace) and/or HTML/CSS is an asset
- Comfortable working with analytics and implementing SEO best practices
- Prior public speaking and design skills would be an asset
- Adept at working both autonomously or alongside other team members

Content Team

Podcast Producer (1):

Responsibilities:

- Hosting The Palette podcast, an audio experience discussing a wide variety of business topics.
- Working with content producers to create a workflow to generate a steady stream of podcast materials for QBR's audience.
- Establish an ideation workflow with Research Editors structure to come up with new and exciting podcast and new media episodes.
- Reach out to potential podcast guests, leveraging QBR's existing network and creating new connections.

Ideal Candidate:

- Experience with audio editing software (Audacity, FL Studio, Garageband) is an asset.
- Prior public speaking experience would be an asset.
- Outgoing and charismatic, hosting a podcast requires constantly being out of your comfort zone.
- Product-oriented, each podcast episode is a product and you must be able to commit yourself to creating a valuable, worthwhile audio experience.

Content Producer (2):

Responsibilities:

- Create and produce digital video content to effectively educate students on developing topics, including, but not limited to weekly videos (approximately one to two minutes in length each), longer form videos or shorter promotional videos, etc.
- Edit audio from podcast recording sessions to create a high quality audio experience that listeners will stick around for.
- Create and manage a production tracking calendar for ongoing projects.
- Work with executives and digital strategy team to assist in digital content.

Ideal Candidate:

- Prior experience with videography, video/audio editing is an asset.
- Proven results in producing short videos on short timelines.
- Proven experience in narrative building and story chasing.
- Proven experience working on multiple projects simultaneously and meeting daily production deadlines.
- Dedication to your craft, you must have a deep desire to produce high quality content.
- A desire to learn is essential in the content space, there are always ways to improve your workflow and final product.

Creative Team

Creative Director (1):

Responsibilities:

- Meet with our creative portfolio to understand design and marketing needs, and provide strategic recommendations and solutions to meet those needs.
- Develop QBR's ongoing marketing strategy and increase student interactions with our publication throughout all content mediums (design, editorial, events etc.).
- Establish a vision for editorial designs.
- Ensure that all projects are delivered on time, within budget, and to the highest quality standards.
- Collaborate with the Podcast and Media team to build QBR media project vision and actualize it through digital, print, and film installations.

Ideal Candidate:

- Excellent communication and interpersonal skills, with the ability to present ideas and designs to both technical and non-technical stakeholders.
- Strong knowledge of design principles and the ability to apply them across various media platforms.
- Imaginative thinker and ability to curate a strong vision for QBR in print and in media.

Designers (2-4):

Responsibilities:

- Create consistent graphics and visual content for print edition(s) articles, events sponsorship packages, social media engagement initiatives, digital editorials, and more
- Develop graphs, tables, and artistic quotations for promotional purposes
- Serve as a resource for the Publications team during the print edition publication project

Ideal Candidate:

- Strong aesthetic skills with the ability to work across multiple colours, fonts, layouts, and brand guidelines.
- An openness to giving and receiving feedback to better yourself as a designer and better the team
- Strong sense of design and typography
- Proficient in: Adobe Illustrator, Canva, Figma, Procreate



Publications Coordinator (1):

Responsibilities:

- Lead the design and implementation of QBR's print edition(s) throughout the year
- Coordinate different tasks required for print edition
- Liaise with key stakeholders to build community relations and secure sponsorship

Ideal Candidate:

- Imaginative thinker and ability to curate a strong vision for the print publication
- Ability to lead and delegate responsibilities to a team
- Strong sense of design and typography

Rachel Lee

Designer

“Being on QBR has been a real highlight in my academic career. QBR allowed me to grow my design skills above what I believed I was capable of, and I'm so grateful to have had a key role in the publication's artistic image.”

Julia Selfe

Sr. Editor | Economics

“Being a part of the QBR team has played a critical role in my growth as a Smith student over the past two years. Not only has it helped me develop my skills as a writer, but it has also allowed me to broaden my perspectives on crucial business issues.”

Engagement Team

Senior Engagement Coordinator (1):

Responsibilities:

- Lead our strategy and approach for engaging executive members of QBR through social events and achieving our mission of interacting with the Queen's Community.
- Develop all alumni communications, including newsletters, Alumni socials, and invitations, in order to establish an active alumni organization.
- Creating a realistic and long-term strategy for growing sponsorship value, participation, and new sponsors.
- Organizing and facilitating in-person events, such as the New York City trip and the Fall Palette event.

Ideal Candidate:

- Committed to the QBR mission, with strong interpersonal and communication skills, as well as exceptional organizational and planning capabilities.
- Show creative ability and a drive to develop an outstanding, cohesive team culture.
- Capacity to establish a strong relationship with external stakeholders and an awareness of the value QBR provides to external stakeholders.
- Possesses strong logistical skills and the capacity to multitask

Engagement Coordinator (1):

Responsibilities:

- Organize external events that will allow the Queen's community to engage with QBR in meaningful ways
- Plan internal events to strengthen our team, and develop a tight-knit culture
- Seek out potential sponsorship opportunities to scale up QBR's print edition
- Be on the lookout for opportunities to collaborate with other clubs all over Queen's
- Incorporate EDII principles into QBR's culture through planned external and internal initiatives

Ideal Candidate:

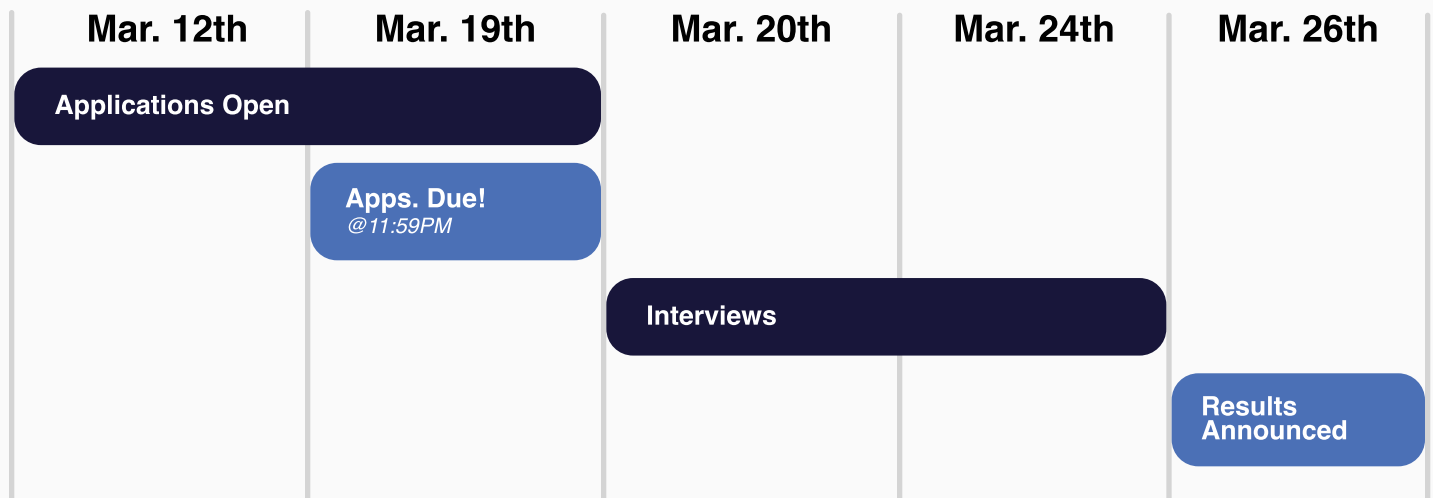
- A people person, loves to be around others and want to bring those you work with closer together
- See opportunities for growth in collaboration with others
- Logistics-oriented, always looking to figure out how to execute initiatives rather than just talk about them

Let's get Started.

WHERE DO I START?

Your first stop is the ComSoc Shop: my.comsoc.ca. QBR's hiring process consists of **1 written application and 1 interview**. The interview will be a mix of behavioural and creative questions to gauge your ability, passion, and fit. We are seeking highly motivated individuals interested in writing about the world's most fascinating topics in business, economics, politics, and society.

WHAT DOES THE PROCESS LOOK LIKE?



WHAT IS THE INTERVIEW LIKE?

Here are some sample questions:

- Tell Me About Yourself?
- Pitch us a recent news event?
- What QBR article have you recently read?
- Why QBR?
- Is there any initiative you would like to pitch for this year?
- Why are you the best candidate for the role?
- What's your favorite song and why?

QBR values the diversity and distinct lived experiences of all applicants. We are committed to delivering an equitable and inclusive recruiting process and to eliminating all types of discrimination throughout the application process. The QBR Team believes that all candidates should have an equal opportunity to apply for all of our openings. If you need accommodations for any component of the written, creative, or interview sections, please contact the Editors-in-Chief.

If you have any questions or concerns about the hiring process's equity, diversity, and/or inclusion, please contact Joshua Cristofoli, QBR's EDII director and Editor-in-Chief, at j.cristofoli@queensu.ca



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