GRLA Spring 2017 Application

**Overview**

The Georgetown Retail & Luxury Association is an undergraduate student-run organization dedicated to establishing connections between Georgetown University students and the retail and luxury industries. GRLA strives to bring influential figures and companies in the industry to our campus, both to educate and provide professional opportunities for students. GRLA acts as a channel for international exposure to businesses through corporate presentations, recruiting events, and site visits.

**Committee Opportunities**

Operations

* Responsible for planning and implementing all necessary steps to successfully execute GRLA events
* Produce comprehensive day-of itineraries that reflect important scheduling details of the event
* Coordinate meetings with speakers and MSB administrative staff in order to discuss event logistics
* Complete various day-to-day tasks assigned by the Director of Operations

Public Relations

* Serve as the primary liaison between GRLA and the MSB administration
* Maintain communication with GRLA members, recruiters, and contacts
* Draft official announcements and invitations that will be used externally as well as event recaps that will be published
* Stimulate interest and serve as representatives at our events
* Develop and maintain relationships and communication with partnering companies

Creative

* Frequent graphic design; experience with Photoshop and/or Illustrator preferred
* Update various forms of media, including the GRLA website, and social media accounts
* Create GRLA promotional content in preparation for events
* Maintain consistent aesthetic and brand

**\*\*Application Instructions\*\***

* Please submit this application on January 31 by 5:00 pm
* The application consists of both a response to the questions below and your resume in **one** PDF document (i.e. combine any and all materials into **one** PDF)
* Your application must be emailed to grla@georgetown.edu as a PDF in the format FirstNameLastName\_Spring2017
* In the subject of the email, please enter First Name Last Name – Spring 2017.

Please reach out to grla@georgetown.edu with any questions. We look forward to getting to know you!

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**Name**:

**School & Year**:

**NetID**:

**Cell Phone**:

**Hometown**:

**Majors/Minors**:

**Extracurricular** **Involvements**:

**Please rank your committee choices in order of preference, 1 being your first choice and 3 being your last choice.**

**General Questions**

**What inspires you? This is open to interpretation, but feel free to discuss your passions, interests, and motivations in life.** (200 word maximum)

**Imagine you are responsible for creating a brand that best represents you. What qualities and values would characterize your brand as well as differentiate it from others? (Think outside the box--this question is not limited to the fashion and retail industries).** (200 word maximum)

**Please describe your ideal GRLA event, including details such as what it would be and how you think it would benefit the Georgetown community. Be sure to reflect on a proposed event that is unique and distinct from GRLA’s past events.** (200 word maximum)

**Committee-Specific Question**

**Please answer the question below corresponding to the committee you ranked as your first choice:**

* **If you ranked Operations as your first choice, please describe the process you would undergo to execute the event you proposed above from beginning to end (i.e. what are the things you would need to do from day 1 of planning to the day of the actual event?)** 200 word maximum (flexibility in terms of format)
* **If you ranked Public Relations as your first choice, please draft an email you would send out to Georgetown students, staff, and faculty advertising your proposed event.** (200 word maximum)
* **If you ranked Creative as your first choice, please design a piece of advertising content you would use to publicize the event you proposed above (a flyer, short video, etc.).** (Attach material as part of this application in one document) **Also, in the space below, please list your proficiency or experience with any graphic design, photography, or video platforms.**

**As stated in the instructions above, please include your resume as part of this application in this document.**

**Optional**

**In this space feel free to share anything about yourself and your candidacy that you feel was not adequately covered by the questions listed above. (**No word limit)