



# **STUDENT AIMBASSADOR HANDBOOK 2016**



## AIM Overview

### ***Better Managers. Better Leaders. For a Better Society.***

For 75 years, AIM has been helping people become better managers, and managers become great leaders.

As the professional body for managers and leaders we believe that leadership matters. This belief lies at the heart of everything we say and do. With more than 12,000 individual and corporate Members – and a further 5000 organisations that we engage with – AIM is the go-to organisation for professional managers and leaders. We believe that great managers and leaders make decisions that impact people's lives and that this impact is felt well beyond the workplace.

With the right tools, resources, networks and focus, these decisions can – and do – have a positive impact on society.

## Student AIMbassador Program

The Student AIMbassador Program is administered by the AIM Membership division and was established with the goal of strengthening the ties between AIM (as the premiere professional body for managers and leaders) and the next generation of leaders through membership, training and events.

The Program has been designed for the benefit of both our current and prospective Student Members:

**Current members** - Becoming an AIMbassador provides students with an opportunity to adopt a leadership role on campus by acting as a direct link between AIM Membership and the student body.

AIMbassadors assist with a variety of marketing and promotional activities including educational and networking events designed to actively grow our base of Student Members.

**Prospective members** - Have a current Member on hand to provide information about the benefits of becoming an AIM Student Member and to share their personal Membership experiences with students.

It is hoped that, through the establishment of the AIMbassador Program, that AIM will build a sustainable network of Student Members committed to practicing management and leadership of the highest standard.



## **Benefits of becoming an AIMbassador Crew member**

When you join the AIMbassador Crew you receive the following benefits:

- An opportunity to boost your CV and stand out with prospective employers
- Develop your leadership skills
- An AIMbassador t-shirt to wear when representing AIM at events
- Hands on project management and event experience
- Loads of networking opportunities with industry professionals
- Eligibility for our AIMbassador of the Month and AIMbassador of the Year Awards
- Invitation to exclusive AIMbassador only events and training sessions

## **AIMbassador Roles and Responsibilities**

All AIMbassador Crew members are required to fulfil the following responsibilities:

- Attend AIMbassador induction, training sessions and meetings as required
- Represent AIM at university events such as Open Day, Career Expos and O'Week
- Host events on campus to promote AIM membership and actively contribute to the growth of Student Membership numbers
- Attend AIM events in your local area to assist with membership enquiries
- On-campus promotion of AIM memberships and upcoming events including arranging opportunities for AIM staff to present to undergraduate students on the benefits of AIM membership
- Provide a monthly report to the New Programs Manager regarding on-campus activities and Student Member needs.
- Assist AIM in fostering links with student clubs/societies on your campus. Where any such club/society does not exist, AIMbassadors may be required to set one up.



## **AIMbassador Resources**

In order to assist AIMbassadors in fulfilling their roles and responsibilities, AIM provides the following resources:

- Access to a funding pool to assist with the delivery of scheduled events/activities on campus
- Access to banners, brochures and other AIM merchandise by request.

## **Apply to join the AIMbassador Crew**

In order to apply to become an AIMbassador you must first ensure that you meet the following requirements:

- Current Student Member of AIM (or willingness to become one)
- Current full time student completing a degree, diploma or certificate qualification.
- Current member of an on-campus student club/society (preferably in the area of business or management)
- A genuine interest in actively growing a network of professional student leaders on your campus
- Reliable and capable of delivering on set tasks
- Comfortable delivering presentations and communicating with diverse groups of people

If you are certain that you have satisfied the above requirements, please fill in the online application form via the Student Member Portal.

An AIM representative will then contact you to arrange an interview.

Please allow two weeks from submission date for a reply.

## **Contact**

For further information regarding the Student AIMbassador Program, please contact:  
[Student.Membership@aim.com.au](mailto:Student.Membership@aim.com.au)