

## UNC Kenan-Flagler Healthcare Club Liaison Positions 2017-2018

Liaisons are 1st year students who work with club VPs to plan and execute against our objectives. While being a liaison is not strictly necessary for holding club office in 2nd year, most officers across MBASA have previously served as a liaison in some capacity.

### What's in it for you?

- Experience planning and executing impactful activities in one of the school's most visible areas of study.
- Collaboration and networking with 2nd-year students and alumni who have experience in your target companies and/or positions.
- Leadership development, for 2nd year club positions and beyond.
- A resume line item that demonstrates commitment to the Healthcare field.

### What do we expect from liaisons?

- Know what you are committing to, and honor those commitments; maintain balance with all academic and personal/family issues.
- Promote Healthcare Club and its activities at every opportunity.
- Actively attend Healthcare Club events, especially those which fall within your area of responsibility. **All liaisons are expected to attend the Induction on September 8th.**
- Communicate/respond in timely fashion.
- Take initiative (don't always rely on being told exactly what to do; we want to hear your ideas).
- Demonstrate professionalism and good judgement in all interactions with companies, recruiters, faculty, students, and other key stakeholders.

### How do you apply?

If applying to a *position included in this document*, send your resume along with a few paragraphs identifying the following, as appropriate:

- The title of the position to which you are applying.
- Any skills, experience, or qualities relevant to the position which aren't covered in your resume.
- Brief description of why you would like to hold the position this year (any honest answer is the right answer!).

If you have a burning desire to be involved in another way, either with a current role or with your own project, please also send a resume and letter. In your letter, explain in detail what you would like to do, and how it will contribute to realizing the vision of the Healthcare Club.

Based on initial applications, each VP will select candidates for 30-minute interviews to be held after Sept 4th..

Email your resume and letter to [healthcare@kenan-flagler.unc.edu](mailto:healthcare@kenan-flagler.unc.edu) by **Friday, September 1st.**

## **Healthcare Club Finance Liaison**

Reports to: Kyle Peterson, VP of Finance

### **Time Commitment**

Approximately 1 hour per week

### **About Healthcare Club's Finance Goals**

The primary responsibility of the finance team is to provide a financial perspective on all Healthcare Club decisions. As VP of Finance, my goal is to ensure that we use our financial resources in the most efficient manner to maximize the value that the Healthcare Club provides to its members.

### **Responsibilities of the Finance Liaison**

Along with the VP of Finance for the club, the Finance Liaison will actively manage club expenses and track all expenses and donations in comparison to the club budget. This role will require interaction with all other members of the Healthcare Club's leadership team to ensure we are tracking to budget for each event/initiative. The Liaison will also work with the VP of Finance for MBASA to ensure proper expense reimbursement for all team members.

### **Recommended Skills and Background**

The Finance Liaison should have a strong interest in Corporate Finance within the Healthcare industry. This role would be particularly valuable for a career switcher to gain experience actively managing a budget for an organization.

## **Healthcare Club Alumni Engagement Liaison**

Reports to: Danielle Moita-Robles, VP of Alumni Engagement

### **Time Commitment**

1-2 hours per week

Availability through March, 2018

### **About Healthcare Club's Alumni Engagement Goals**

The strategic goal for Alumni Engagement this year is to create a sustainable network of student and alumni members who are interested in mentoring current students and furthering partnerships with KFBS.

### **Responsibilities of the Alumni Engagement Liaison**

Develop a list of students who are interested in pursuing a career in healthcare and pair them up with second-years interested in mentoring others. Reach out to Alumni in the healthcare field to discuss mentorship interest. Create a LinkedIn page for the healthcare club.

### **Recommended Skills and Background**

Relationship management

Passion for healthcare

## **Healthcare Club University Engagement Liaison**

Reports to: Sadhana Chunduri, VP of University Engagement

### **Time Commitment**

2 hours per week until Healthcare Case Competition (Nov 10); 1 hour per week thereafter  
Availability through March, 2018

### **About Healthcare Club's University Engagement Goals**

The strategic goal for University Engagement this year is to create a sustainable network of student and faculty representatives from all UNC health science graduate schools that can be leveraged to integrate students' learning, development, and career opportunities. This year, we will bring this network together to host the first UNC-wide healthcare case competition. We will also begin creating a central platform on which healthcare opportunities across campus can be collated for easily accessed by students.

### **Responsibilities of the University Engagement Liaison**

Plan healthcare case competition with VP of University of Engagement, other liaisons, and larger healthcare club. This could include managing relationships with external sponsors and internal UNC partners, managing and implementing logistics of the event, event marketing, budgeting, and managing competing teams at the event. Represent Kenan-Flagler at periodic events being held at other schools throughout the year.

### **Recommended Skills and Background**

Event Planning and Coordination  
Account/Relationship Management  
Event-based Marketing and Communications  
Budgeting

## **Healthcare Club Learning & Development Liaison**

Reports to: Drew Adams, VP of Learning & Development

### **Time Commitment**

2 hours per week during Mods 1 and 2

Availability through January, 2018

### **About Healthcare Club's Learning & Development Goals**

Learning & Development is an exciting area of growth in Healthcare Club this year.

Company-delivered presentations and mini cases will combine with club-developed curriculum and mentorship to ensure that our participants are equipped for success in their recruitment process and beyond.

### **Responsibilities of the Learning & Development Liaison**

Most of our programming is either confirmed, or in late stages of planning. We will need liaisons to help to coordinate and publicize Learning & Development events, and attend all club L&D events (Induction, Monday meetings, and Healthcare Conference). Coordination may involve set-up, communication with presenters and/or program office, and development of outreach materials. You will work internally to channel opportunities from Corporate Relations, University Engagement, Student Engagement, and E&I into development programming.

### **Recommended Skills and Background**

Reliability, enthusiasm, and empathy are the most important skills for this role. We need you to honor your commitments. We want people who are passionate about healthcare and are eager to deepen their own involvement in the industry while bringing their classmates along. Finally, successful applicants will be able to consider the needs of others and execute with those needs in mind.

## **Healthcare Club Communications Liaison**

Reports to: Thalia Boozell, VP of Communications

### **Time Commitment**

2 hours per week

### **About Healthcare Club's Communications Goals**

Effective internal communication is essential for our members to be aware of upcoming events, and for them to equip themselves with information about companies and opportunities.

### **Responsibilities of the Communications Liaison**

The liaison will assist the VP of Communications in managing the club mailing list, writing and forwarding notices on behalf of club leadership. Furthermore, the liaison will be creating a weekly email to inform HC club members of upcoming events and a weekly newsletter with the VP to showcase an alumni that is visiting to do a company presentation so as to help prepare classmates for networking opportunities.

### **Recommended Skills and Background**

Exceptional ability to communicate effectively and concisely in written English. Experience formatting email. HTML experience, and/or experience sending HTML email newsletters would be awesome but not strictly required.

## **Healthcare Club Student Engagement Liaison**

Reports to: Phil Paradise, VP of Student Engagement

### **Time Commitment**

1-2 hours per week

Availability through March, 2018

### **About Healthcare Club's Student Engagement Goals**

Our goals are to engage with Students to accomplish 3 main goals. First, to develop a strong community of students interested in Healthcare through engaging events. Secondly, to provide a comprehensive mentorship program to students to prepare them for interviews in the Spring. Lastly, to engage students with desired prospective employers through career treks.

### **Responsibilities of the Student Engagement Liaison**

The responsibilities of the liaisons will primarily be in terms of coordinating events across our 3 goals - organizing social events for first years, overseeing communication regarding our mentorship program and engaging with employers to set up events on our Career treks.

### **Recommended Skills and Background**

Experience planning and executing events, but above all excitement and passion for developing the Healthcare community at UNC.

## **Healthcare Club Corporate Relations Liaison: Boston Enabler**

Reports to: Alejandra Chavez, VP of Corporate Relations

### **Time Commitment**

1-2 hours per week. Module 1 requires more time commitment.

### **About Healthcare Club's Corporate Relations Goals**

**Main goal of this position:** Build relationships with healthcare recruiters based in Boston

#### **Corporate Relations Goals:**

- Expand non-pharma employer roster
- Provide employers with quantitative data that measures their success
- Increase the number of companies that recruit international students

### **Responsibilities of the Corporate Relations Liaison**

The Healthcare Club Leadership Team identified Boston as a potential market for healthcare recruiting, which is currently untapped by UNC Kenan-Flagler. The Corporate Relations Boston Enabler liaison will lead an initiative to establish and build relationships with prospective employers based out of the Boston Metropolitan area.

This project will involve reaching out to companies like athenahealth, Vertex Pharmaceutical, and Third Rock Ventures, among others. In addition, this liaison will contact MBA healthcare clubs at Boston based business schools to develop a database of healthcare recruiters in the area. Ideally, we can have a healthcare trek to Boston for this academic year.

The Healthcare Club Leadership Team has envisioned this project as a long term initiative. A measure of success is placing interns in Boston for the 2018-19 academic year.

In order to reach out to Kenan-Flagler Boston alumni, you will need the support from Danielle Moita-Robles VP of Alumni engagement. Feel free to leverage your classmates with a healthcare background or connections in Boston.

### **Recommended Skills and Background**

Contacts or prior work experience in Boston. No healthcare background is required.



## **Healthcare Club Corporate Relations Liaison: On-campus Enabler**

Reports to: Alejandra Chavez, VP of Corporate Relations

### **Time Commitment**

1-2 hours per week. Module 2 requires more time commitment.

### **About Healthcare Club's Corporate Relations Goals**

**Main goal of this position:** Facilitate on-campus healthcare recruiting

#### **Corporate Relations Goals:**

- Build relationships with healthcare recruiters based in Boston
- Expand non-pharma employer roster
- Provide employers with quantitative data that measures their success
- Increase the number of companies that recruit international students

### **Responsibilities of the Corporate Relations Liaison**

The Healthcare Club Leadership Team has established a rigorous calendar to facilitate on campus recruiting. The activities include tailgates, the healthcare conference, happy hours, lunch and learns, and other socials. The Corporate Relations On-campus Enabler liaison will support the VP of Corporate Relations in organizing and following up on the required touchpoints to galvanize our calendar.

This role requires reaching out to on-campus recruiters like Amgen, Genentech, and Cigna, among others to ask for feedback on their recruiting experience. This position also requires supporting the employer logistics of the healthcare conference, and executing and owning post conference follow up.

A seamless employer engagement is fundamental for the Healthcare Club's long term success. A measure of success for this role is to establish metrics that measure the effectiveness of the different touchpoints (i.e. attendance, employers' and students' feedback).

Expect to work with Katie Weeks and Mona Xiao, Healthcare Conference VPs as outlined above; Phil Paradise, VP of Student Engagement, doing employer follow up after treks, and Drew Adams, VP of Learning and Development, aiding with the logistics for lunch & learns.

### **Recommended Skills and Background**

Attention to detail and strong interpersonal skills. No healthcare background is required.

# Healthcare Club Entrepreneurship & Innovation Liaison

Reports to: Tanyi Fuoching, VP of Entrepreneurship & Innovation

## Time Commitment

Approximately 1-2 hours per week.

More time may be required in Mod 2 and 3, but not necessarily every week

## About Healthcare Club's Entrepreneurship & Innovation (E&I) Goals

To provide experiences that enable KFBS MBA Students to

1. Learn small business tactics and how to leverage them in large corporations in order to maximize value
2. Gain an appreciation for technological evolutions that will transform the industry in the next 10 years
3. Build interest in or a pathway to starting a healthcare venture or working for one
4. Build relationships with the larger healthcare community beyond KFBS at UNC and immediate surrounding
5. Become leaders in healthcare innovation in respective careers/companies

## Key Questions for Healthcare E&I

### 1. WHAT/WHERE

What healthcare innovations are currently taking place and have taken place in the last 3-5 years at UNC (and immediate surrounding ecosystem); what are the actual and projected outcomes?

### 2. WHO

Who is currently involved at UNC and in the surrounding ecosystem in Healthcare E&I

### 3. HOW

How can MBA students get exposed and get involved with the who, the where and the what?

## Responsibilities of the Entrepreneurship & Innovation Liaison

### Help put together the following deliverables (at least 2-3 of the following)

1. 1 Networking Activity (casual event with innovators, entrepreneurs and small business leaders in healthcare) in collaboration with Enterprise Venture and Private Equity clubs
2. 1 to 2 Campus Tours at sites of innovation and R&D at UNC (and or RTP)
3. Any number of entrepreneurial small projects and initiatives for students to flex and develop business skills
4. A database/list of healthcare projects, internship/job opportunities, research/innovation efforts, startups/small businesses, entrepreneurs and innovators/researchers at UNC and its immediate surrounding ecosystem

## Recommended Skills and Background

- Networking and relationship building skills
- Microsoft Office : Creating basic flyers in WORD, PPT and user-friendly lists in Excel
- Time management
- No specialized background required, but experience or strong interest in interacting with startups is certainly a plus

## **Healthcare Club Conference Liaison**

Reports to: Mona Xiao and Katie Weeks, Healthcare Club Conference Directors

Positions Available: 6

### **Time Commitment**

1-2 hours per week

Mandatory participation at pre-conference dinner, conference, and post-conference networking event on November 16th & 17th, 2017

Availability through November, 2017

### **About Healthcare Club's Conference Goals**

The Healthcare Conference goals are threefold: to provide an educational experience around an intersecting theme for students through a forum of experts from all of the major players in the healthcare industry, to strengthen corporate relationships at KFBS, and to give recruiters an opportunity to interact with and connect with students.

### **Responsibilities of a Conference Liaison**

Each Healthcare Conference liaison will in general be responsible for one section of content (interfacing with panelists, speakers, or presenters) and one area of event setup. Liaisons will work with Katie and Mona regarding the specifics of what their roles will be following their selection, but relevant functions may include:

- Panelist prep calls
- Website management
- Take-home booklet creation
- Campus flyering
- Parking logistics
- Attendee and speaker gifts
- Day-of logistics (tent cards, name badges)
- Event Planning & Catering:
  - Pre-conference dinner
  - Conference breakfast
  - Conference lunch
  - Post-conference networking event

### **Recommended Skills and Background**

Healthcare Liaisons are not required to have a specific background in healthcare, but they must be able to articulate what their career interests are within the industry and what they hope to gain from participating in the Conference planning.