

WHO WE ARE

MAA (Marketing Association Amsterdam) is the only career association in Amsterdam, connecting ambitious students from the University of Amsterdam, Vrije Universiteit Amsterdam, and Nyenrode Business Universiteit with companies looking to recruit for internships and graduate roles. Through career events, in-house days, and direct recruitment opportunities, we give companies a direct line to students throughout the academic year.

650+

General Members

20+

Events per year

200+

Company contacts

800+

Alumni Network

Committees & Role Descriptions

Amsterdam Consultancy Group (ACG)

The Chair oversees the smooth running of all committee activities, supporting members in their roles and make sure to produce high quality deliverables. They lead meetings, act as the link between the committee and the board, and foster engagement, motivation, and collaboration within the team. The chair guides the committee's work and maintains team cohesion, which is the base for achieving objectives and creating a productive team culture.

The Vice Chair oversees financial management (tracking company payments and maintaining the committee budget) while also handling registration and communication with student consultants. They coordinate committee members involved in projects, ensuring roles are clear and everyone stays informed. Proactive and supportive, the Vice Chair also helps draft contracts and contributes strategically to the committee's initiatives by helping for smooth operations and successful project outcomes.

The Marketeer develops and manages the committee's promotional content across social media and other channels, highlighting achievements, attracting partner organizations, and engaging stakeholders. This role is done in close contact with the Media and Branding department. It importantly involves shaping the marketing strategy of the Consulting Group to support the committee's objectives and strengthen its visibility.

The Consultants (4) are responsible for securing consulting assignments by actively engaging with companies and managing all related communications. This includes generating leads, reaching out to potential clients, and presenting ACG's services to win projects. The role calls for a proactive approach, strategic use of resources, and strong relationship building skills to establish and keep partnerships with organizations.

Once a case is acquired, the ACG acts as a group of consultants for the company.



Amsterdam Marketing and Career Event (AMCE)

As **Chair**, you'll lead and coordinate a dynamic team in organizing one of our most anticipated events. Your role involves setting deadlines, ensuring timely task completion, and creating a motivated team atmosphere. You'll be the main point of contact for both committee members and the board, driving the event's success by using your leadership, planning, and communication skills.

The Vice-Chair plays a crucial role in both organizing our flagship career event and managing its budget. You'll oversee the event's financial aspects, handle student registrations and communications, and support the Chair in coordinating the team. Your dual responsibilities will develop your organizational and financial skills while helping create a defining career experience for students.

As **Marketeer**, you will be responsible for raising awareness and promoting the event across all communication channels. Your role involves creating engaging content in coordination with the Media & Branding department, and executing the marketing plan to ensure maximum visibility. Your creativity and strategic planning will be key to attracting attendees and proving the event's value.

The Acquisition Coordinators (4) for the MAA Career Day has the crucial role of securing company participation for the event. You'll be responsible for reaching out to potential partners, negotiating terms, and securing contracts, ensuring a diverse and exciting lineup for attendees. Your efforts will directly shape the event's success and create valuable networking opportunities for students and companies alike.

The Event Coordinators (2) organize and oversee all logistical aspects of the event. This includes selecting and securing the venue, managing catering and other event essentials, 4 Positions September Recruitmentcoordinating participant registration, and ensuring smooth operations on the day itself. The role calls for strong organizational skills, creativity, and the ability to handle high-pressure situations effectively.



Career Beyond Borders (CBB)

As **Chair**, you'll lead the planning and execution of the very popular international trip for MAA members. Your role involves coordinating your team, securing company visits, managing logistics, and ensuring smooth operations. You'll oversee the trip's planning process, motivate your team, and handle any issues that arise, all while maintaining clear communication with the MAA board and participants.

The **Vice-Chair** manages both the financial and administrative sides of the trip. This includes tracking budgets, arranging transportation and accommodation, and supporting the team with their various tasks. You'll also handle participant communication, from initial inquiries through final selections, keeping every detail organized and every participant well-informed. Your role is crucial to keeping the trip financially sound and running smoothly.

As **Marketeer**, you'll drive the promotion of the trip, creating and implementing an entire marketing strategy in collaboration with the Media and Branding department. You will create engaging content for social media channels and maintain a strong and consistent presence across platforms. Your end goal is to attract applicants and maximize the trip's visibility.

As a member of the **Acquisition team(3)**, you'll handle all aspects of company engagement for the event. This includes identifying and contacting potential partners, managing relationships, negotiating contracts, and ensuring consistent communication. You'll also use social media to generate leads and coordinate details to maximize the success of international company visits



Speed Date Recruitment Event (SRE)

The **Chair** oversees the overall work of the committee, ensuring everyone stays on track with their tasks and deadlines. You'll lead weekly meetings, set agendas, and keep the team organized and motivated. As Chair, 5 Positions September Recruitment you're also responsible for guiding the committee through the planning process and making the key decisions that ensure a successful event.

As **Vice Chair**, you'll manage the event's budget, oversee registrations, and handle all communication with applicants and participants. Strong organizational skills are key here. You're also responsible for keeping the team aligned and informed throughout the planning process, supporting the Chair and ensuring all logistical and financial aspects of the event are on point.

As **Acquisition Coordinators (3)**, you're responsible for recruiting companies to participate in the event. Your role involves building a partner plan, reaching out to potential companies, and managing communications. You'll need to be proactive, build strong relationships, and ensure company needs align with event goals. Starting early and working collaboratively with your team will be key to your success.

As **Event Coordinator**, you're responsible for venue selection, building a detailed event schedule, organizing the speed-date rounds, and planning additional activities. You'll coordinate with the Chair to design the floor plan, manage catering logistics, and keep communication clear with companies and participants. You'll also prepare day plans and oversee the matching process between participants and companies to ensure a successful event. Flexibility, proactive planning, and effective teamwork will be key to your success.

The **Marketeer** is responsible for promoting the event through creative online and offline marketing strategies. They manage social media campaigns, create promotional content, and coordinate with the Media and Branding department to attract participants, ensuring companies have a wide pool of attendees to choose from. The role involves planning, designing, and executing engaging promotional activities while aligning with MAA's branding guidelines.



The Development & Community Committee

The Development & Community Committee keeps the MAA member-base active between agship career and recruitment events. It's the fastest-moving, most socially driven committees in MAA. A small, tight team with the freedom to spot opportunities and launch new formats every months, without waiting on a large event brief. The committee operates across two pillars: Connect, smaller-scale interactions (after works, dinners, collaborations with other associations, and other MA's) that strengthen the MAA network; and Do: short, practical opportunities like interview micro-sessions, professional talks, business competitions, pitch nights, and charity involvement, which also give members concrete reasons to value their MAA membership.

We're looking for sociable, creative, and efficient people with a lot of energy. You know how to connect with others, come up with fresh ideas, and get things done fast without needing a heavy brief. If you're driven, spontaneous, and always up for making something happen, this is your team !

Note : As this is the Committee's first year in action, it will be chaired by our board member responsible for internal relations.

As **Chair**, you own the overall vision and direction of the Development & Community Committee. You set the calendar, keep the team's various initiatives moving, and make sure the committee's energy translates into a consistent stream of activity throughout the year. You act as the main point of contact with the MAA board, representing the committee's work and ambitions. This role suits someone who's equal parts organizer and connector, comfortable steering a small team with a lot of freedom.

As **Vice-Chair**, you manage the committee's budget and report directly to the MAA Vice Chair. You help shape the committee's offer by identifying topics and skills members are interested in, then pitching and designing the formats to bring them to life. You oversee the team's general work, making sure ideas move smoothly from concept to execution. You're ready to step into the Chair role whenever needed, so a good grasp of the bigger picture matters. This role suits someone comfortable with structure and creativity.

As **Event Coordinator (2)**, you're responsible for turning ideas into real and bookable events. You identify and reach out to venues, handling logistics from first contact to booking. You scout conferences, talks, and external events, securing access so members can attend. You manage attendees for the committee's activities, from sign-ups to on-the-day coordination. This role suits someone hands-on, organized, and quick to get things done.

As **Communications Lead**, you make sure the committee's offer actually reaches MAA members. You report to the MAA Marketing Officer and work closely with the Media & Branding committee to get visibility for every event and initiative. You make the committee's activities into engaging content that resonates with members. You keep communications consistent, and aligned with MAA's broader brand. This role suits someone creative, with an eye for design, and comfortable working across teams.



The Media & Branding Committee

Graphic Designer - Create compelling graphics for MAA's social media platforms while maintaining a consistent and recognisable brand identity. This is a highly creative and hands-on role, offering the opportunity to develop a strong understanding of branding, visual communication, and digital design. Strong Canva skills are essential; Adobe Photoshop experience is a bonus.

Video Editor- Create engaging short-form video content for MAA's Instagram and TikTok. This is a hands-on role focused on editing, storytelling, and adapting content to current social media trends. You'll have the opportunity to develop your understanding of short-form content strategies, editing techniques, and what drives engagement. CapCut experience is essential.

Creative Production Assistant (Photography/Videography)- Capture high-quality content for MAA through event photography, campaign shoots, and social media content. You'll have the opportunity to turn your camera skills into real campaigns while contributing to the creative direction of MAA's visual identity. The role also involves developing mood boards and creative concepts for photoshoots and advertising campaigns, including potential shoots for MAA's partner companies. Camera/photography or videography experience is essential.

