

## Key Responsibilities of a Student Liaison

As a student liaison for CGA Ontario you would be responsible for the following:

- You will be CGA Ontario’s “on-campus link”—helping to market the CGA designation and program to accounting and commerce societies, academics, and other interested parties
- Establish and maintain strong contacts on behalf of CGA Ontario with on-campus key influencers (professors, career center staff, accounting societies and staff) and provide CGA Ontario with a comprehensive list updated monthly
- Provide a student perspective of on-campus, program and career trends that affect the accounting profession
- Advise CGA Ontario of events scheduled through accounting societies, undergrad business councils, etc., and ensure that CGA Ontario is aware of and, when appropriate, registered for potential marketing opportunities (special events, etc.)
- Liaise with CGA Ontario’s Business Development Manager, to promote the program to influencers by arranging event sponsorship, visitation, Web links, newsletter articles, etc.
- Help CGA Ontario organize and recruit for small on-campus focus groups as required
- Provide monthly reports detailing progress to date on above-mentioned responsibilities