

2017 – 2018 Position Descriptions

EXECUTIVE TEAM

President (1-2):

- Mission and motivation
- Delegation to executive team
- Support for executive team & project directors
- Strategy to help build and improve projects
- External outreach
- Co presidents may be excepted if those two individuals apply as a team

MARKETING

VP Marketing (1):

- Develop Integrated Marketing Campaign for Enactus Calgary
- Delegate and oversee the execution of marketing campaign to ensure that it aligns with Enactus Calgary brand standards
- Develop a strategy for marketing around campus and the community to increase public awareness of Enactus Calgary

Director Public Relations & Communications (1):

- Work with project directors to gather project information and prepare blog posts, newsfeed updates or communication articles for the website
- Collect testimonials from project participants throughout the year. These testimonials will be used in competitions
- Write scripts for 2-3 projects for Regional and National competition
- Coordinate the completion of scripts with Director Competitions

Director Projects & Design (1):

- Assist VP Marketing with design work for projects including posters, brochures, and any other print/digital media
- Create and design project logos to ensure cohesive branding
- Manage marketing campaigns for project directors in promoting upcoming events around campus and the community

Director Digital & Social Media (1-2):

- Work with VP marketing to manage social media outlets including Facebook, Twitter, Instagram, etc. Market a consistent brand for Enactus Calgary
- Work with Director Marketing & Communication to update website information with relevant up-to-date information
- Create social media postings (pictures and graphics)
- Track all social media reach
- Support Project Directors with event and project promotions through the online sphere

- Also responsible for taking pictures of events to post on social media

HUMAN RESOURCES

VP Human Resources (1):

- Recruit and maintain general member relationships.
- Lead recruitment initiatives on campus.
- Support Enactus Calgary through team building initiatives.
- Organize and execute competition details, and become familiar with the general knowledge of Enactus.
- Develop recruiting materials including role descriptions, recruiting booth for Haskayne clubs week and SU clubs week, etc.
- Coordinate team volunteers for Enactus Calgary booth at clubs weeks and other recruiting events
- Support and delegate tasks to the Director of Human Resources

Director Internal Engagement (1):

- Create cohesion within Enactus Calgary by planning team-building events and activities.
- Employ social and volunteer activities in order to build awareness within and around the University of Calgary.
- Increase general member base by recruiting through various recruitment initiatives.
- Increase volunteer engagement and support VP Human Resources in general activities.
- Take minutes at meetings
- Develop on-boarding package for new Enactus Calgary members
- Meet with potential new members (when necessary) to evaluate their interest in Enactus Calgary and to provide the new members with any necessary information

EXTERNAL

VP Corporate Relations (1):

- Strategizes alongside the President about the vision and future development
- Coordinates meetings with Business Advisory Council (BAC)
- Manages BAC and project director relationships, brainstorms ways to engage Alumni
- Updates and engages all external stakeholders (BAC, alumni, partners, sponsors, guest speakers, etc.)
- Create networking event for Enactus members and stakeholders
- Manages and leads Sponsorship Director
- Coordinates with Haskayne Development Office
- Coordinates and updates Enactus Calgary newsletter which is sent to BAC and alumni network

Director of Sponsorship (2):

- Researches potential Enactus sponsors and project partners

- Coordinates communication with the Haskayne Development Office
- Develops and conducts pitches to potential sponsors
- Creates Enactus sponsorship documentation
- Attend events that will foster ENACTUS relationship with potential sponsors

FINANCE & OPERATIONS

VP Finance and Operations (1):

- Improve Enactus Calgary operations by aligning operational execution with strategy
- Document Enactus Calgary operations to ensure best practices and succession
- Plan team meetings including executive meetings, executive/project director meetings, and whole team meetings by booking rooms, coordinating agenda, and distributing meeting minutes
- Ensure adequate approvals and planning for all project events and maintain a close working relationship with the administration of Haskayne
- Manage online team communication portal – D2L/Google Drive
 - Assign members to the appropriate projects
 - Remove members when necessary
 - Organize assets including files, pictures, and videos
- Work with Director Competitions to plan and organize competition related operations including tryouts, practices, and travel
- Day-to-day financial matters (reimbursements, deposits, tracking, etc.)
- Maintain financial records- create monthly balance sheets
- Improve tracking and financial tracking systems for club financials
- Improve current reimbursement process
- Communicate with Haskayne Financial department
- Identify areas to be sponsored and communicate with Director of Sponsorship

Director Operations/Finance (1):

- Maintain active team list on D2L
- Assist VP Operations and Finance in day to day operations.
- Gather information about all recruiting opportunities for Enactus Calgary
- Plan and execute at least two (2) team building days
- Seek approval from Haskayne and SU for all Enactus Calgary events and project events
- Meet with project directors to help organize events
- Help facilitate all major events with on site support on the day of
- Provide any additional support project directors require to ensure successful events
- Develop project budgets and operational budget proactively
- Maintain communication with club members in order to understand members needs\

COMPETITIONS, RESEARCH & DEVELOPMENT

VP Competitions (1):

- Create competitions communication strategy by working with VP Marketing and President
- Gather quantitative assets from project directors for competitions
- Coordinate collection of qualitative assets (testimonials) with Program Leads
- Facilitate creation of competition assets including annual reports and PowerPoint slides
- Work with Program Leads to edit and complete scripts
- Assign any additional competitions work among executive team as necessary
- Organize/event plan for competitions with VP Operations: book any necessary travel and rooms, restaurants, order team swag, etc.
- Coordinate with Faculty advisor to organize workshops
- Assist President and Faculty Advisor with the selection of the presentation teams for regionals and nationals.

Director Strategy (1):

- Provides research support to executive team, especially:
 - President
 - VP Projects
- Clarifies research requests from executive team:
 - Scope
 - Budget
 - Timeframe
- Research areas:
 - Internal
 - Liaison with program leads to determine if other opportunities exist to expand current project
 - Researching new projects, determining potential impact, volunteer needs, budget required, etc.
 - Liaison with faculty research at UofC
 - External
 - Guides profile creation of other team projects:
 - Western Canada – all teams
 - National Canada – “top 6 teams”
 - United States – top consistent teams
 - World – TBD
 - Guides analysis from other teams’ projects:
 - Scaling, modification, brainstorming

Director Competition (1):

- Build and gather metrics throughout year for competitions
- Ensure executive team knows what needs to be tracked and develop methods for tracking

- Support VP Competition in creation of competition materials as well as competition team selection process
- Competition collection (in liaison with Competitions Director)
- Presentation scripts from other teams (verbatim)
- Transfer to written format
- Presentation visuals (photos of slides, video of slides)
- Coordinates collection of ARs:
- Western Regional (in liaison with faculty advisor, alumni as judge at competitions)
- National (in liaison with faculty advisor, alumni acting as judge at competitions)
- International (from website, download when published)

PROJECTS

VP Projects and Development:

- Work with project directors on strategy, planning, and execution
- Hands-on support for projects when necessary
- Collect testimonials from project participants throughout the year. These testimonials will be used in competitions
- Help projects write scripts for Regional and National competition
- Coordinate the completion of scripts with Director Competitions
- Assist new projects in completing needs assessments and refining initial proposals/ plans
- Researching new project ideas
- Expand the effectiveness of the Project's Directors and their projects
- Put in place processes that will help improve the ongoing operation of the organization on a continuous basis

Project Directors and Co-Directors (6-8):

- Self-directed individuals looking to run a specific Enactus Calgary project that is built on at least one of the four pillars of financial literacy, youth empowerment, entrepreneurship, and green initiatives
- Self-motivated, these positions will work to grow current projects to new heights
- An ability to consistently stay in touch with your assigned project lead and executives is a necessity
- Creative vision and passion is an absolute requirement
- Indicate the project you are interested in.