

## Chief Executive Officer (CEO) Job Description Minnesota Business Venture

### Reports to:

- Resident Business Leader (RBL)
- CEO Coordinator
- All BestPrep Minnesota Business Venture (MBV) Staff

### Summary

The CEO is a prominent leader of BestPrep's MBV program. The CEO plans, facilitates, and executes the Business Plan with the company. The CEO is a strong communicator, listener, and the person held accountable for the actions of the company. This is an unpaid educational experience, but CEOs attend camp at no cost.

### Leadership Responsibilities:

- Lead your company of 10-15 students to brainstorm and develop a product/service idea.
- Facilitate company meetings to follow all aspects of MBV's Business Plan.
- Work with RBL to provide leadership, guidance, and support to your company group and other students.
  - Know the RBL is a resource for guidance, but not directly responsible for the project.
- Anticipate deadlines and ensure company completes everything on time.
- Become acquainted with all students in your company and get to know their strengths.
- Assign company members to Marketing, Operations, and Finance subcommittees and appoint leaders.
- Develop enthusiasm and spirit within your company.
- Ensure all company participants are actively engaged. Identify students who may need extra attention and assist them to have a positive camp experience.
- Be a role model; know and demonstrate the rules of camp, dress appropriately, and present yourself professionally at all times. You are part of the MBV staff in this role.
- Represent BestPrep and MBV in a positive light.

### Additional Responsibilities:

- Attend mandatory training sessions by phone in June, and in-person upon arrival to campus.
- Develop icebreakers and activities for team building within your company.
- Communicate to your company and RBL on daily plans, schedule, and any changes throughout the week.
- Ensure your company is on time for meetings and speakers.
- Obtain messages and mail from MBV office at designated pickup times each day.
- Ensure all students in company sign up for breakout sessions, complete surveys, and other assignments.
- Welcome, call, and serve as host for assigned speakers visiting camp.
- Assist with registration, recreation and activities as needed.
- Keep RBL and MBV staff informed of what is going on within the company from a student's perspective.
- Meet with RBL midway through camp to evaluate CEO's progress and identify areas for improvement.
- At the end of camp, evaluate all students within company and provide recommendations for future CEOs.
- Attend mandatory nightly CEO meetings.
- Maintain regular communication with CEO Coordinator during camp.

### Qualifications:

- Must be entering Junior year of high school up to entering Junior year of college
- Previous attendance of MBV required
- Ability to take initiative, set and meet deadlines, and use time management to complete projects
- Enthusiasm, positive attitude, has a sense of humor
- Problem-solving skills, thinks creatively
- Professionalism and communication skills
- Work well with peers as a team member and manager
- Respect for self and others, empathetic, understands that students attending MBV have diverse experiences and interests

## **Communications Specialist (CS) Job Description Minnesota Business Venture**

### **Reports to:**

- Communications Specialist (CS) Coordinator
- BestPrep Minnesota Business Venture (MBV) Staff

### **Summary**

Communications Specialists (CS) use BestPrep's communication platforms to update friends, family members and alumni of our program during the week. The CS will take photos, build slideshows, update the MBV blog and social media accounts, and create content for a newsletter to be sent out after MBV. The people in this role must be self-starters who can work independently, as well as part of a team. This is an unpaid educational experience, but each CS attends camp at no cost.

### **Communications Specialist Responsibilities:**

- Take photos using a DSLR camera at all events, speakers, and activities, to document the week at camp.
- Upload photos to the cloud and keep files organized.
- Write daily blog posts summarizing each day at camp.
- Update MBV social media: posts/stories on Instagram, posts on Facebook, Snapchat, Twitter, and LinkedIn.
- Conduct short interviews with campers, speakers, and volunteers to aid content creation.
- Upload photos to MBV's Facebook page.
- Develop a school photo schedule and deliver daily announcements to ensure all required photos are taken.
- Create running slideshows to be shown at keynote presentations throughout the week.
- Manage content within myCAMPapp mobile app: update news items, push notifications, and photos.
- Ensure content is consistent with BestPrep and MBV's style and branding guidelines.

### **Additional Responsibilities:**

- Attend mandatory training upon arrival to campus (the day before camp starts)
- Attend mandatory daily CS meetings.
- Collaborate with the other Communications Specialist(s) and CS Coordinator to delegate tasks.
- Maintain regular communication with CS Coordinator throughout the week.
- Keep BestPrep MBV staff informed of what is going on with the students from your perspective.
- Be a role model; know and demonstrate the rules of camp, dress appropriately, and present yourself professionally at all times. You are part of the MBV staff in this role.
- Represent BestPrep and MBV in a positive light.
- Other duties as assigned.

### **Qualifications:**

- Previous attendance at MBV is required; experience as CEO is preferred
- Experience with digital and social media platforms (Instagram, Facebook, Snapchat, Twitter, and TikTok)
- Takes initiative, works independently, and uses time management to meet daily deadlines
- Strong written communication skills
- Strong organization skills, able to manage multiple tasks at once
- Enthusiasm and positive attitude
- Comfortable approaching, welcoming, and interacting with participants. CS has direct interaction with everyone involved at camp (staff, speakers, volunteers, etc.)
- Preferred experience with: PowerPoint, Excel, Canva, WordPress, blogging, and editing digital images
- Respect for self and others, empathetic, understands that students attending MBV have diverse experiences and interests