

Chief Executive Officer (CEO) Job Description

eMBV

Reports to:

- Resident Business Leader (RBL)
- CEO Coordinator
- All BestPrep (eMBV) Staff

Summary

The CEO is a leadership role that helps facilitate and run BestPrep's eMBV program. The CEO plans, facilitates, and executes the business plan with a company of ten students. The CEO is a leader, communicator, listener, and the person held accountable for the actions of the company.

Leadership Responsibilities:

- Lead/oversee your company for all aspects of the business plan, including meeting deadlines.
 - Know the RBL is a resource for questions and guidance, but not directly responsible for the project.
- Work with RBL to provide leadership and guidance to your company group and other students.
- Be a camp leader, not a camp participant. You are part of the eMBV staff in this role.
- Keep RBL informed of what is going on with the students in the company from your perspective – a 'student-age perspective.'
- Represent BestPrep and eMBV in a positive light.

Additional Responsibilities:

- Attend two mandatory training sessions before camp
 - One to train you on the CEO role; to take place early June
 - One to train you on the tech eMBV will use; to take place the week before camp
- Facilitate company meetings using ZOOM
- Present the business plan content to your company prior to them choosing a product
- Lead your company of ten students to brainstorm, and develop a business plan around a product idea
- Empower your company to record videos to be presented at the end of the week as the business plan presentation
- Call, welcome, and introduce via live video assigned keynote and breakout speakers
- Ask questions in the chat feature during speaker Q&As
- Facilitate planned eMBV activities such as badging, Question of the Day, sponsorship letters, speaker surveys
- Find additional ways to encourage teambuilding and collaboration within your company using BestPrep approved tech and/or other creative virtual solutions
- Know and communicate company plans for the day and the week
- Be a role model; present yourself professionally at all times
- Mandatory attendance at daily CEO meetings; time TBD (chosen by the CEO group)
- Develop enthusiasm and spirit within your company

Requirements:

- Previous attendance as a student at MBV and knowledge of program
 - Must have attended MBV in the past 3 years
 - Must be entering their Junior year of high school up to entering their Junior year of college
- Ability to set and meet deadlines
- Enthusiasm and positive attitude
- Ability to take initiative and use time management to stay focused to complete projects
- Professionalism and communication skills
- Work well with peers as a team member and manager
- Flexible, has a sense of humor
- Respect for self, and for cultural and socio-economic differences of students attending MBV

Provided:

- Any students who need access to technology or internet to successfully complete the above requirements will be provided with access free of cost (needs to be requested before camp).
- Every student will receive a "Welcome to eMBV" packet in the mail, including needed worksheets, office supplies, etc.

Communications Specialist Job Description

Reports to:

- BestPrep Minnesota Business Venture (MBV) Staff

Summary

Communications Specialists collect photos, are responsible for the creation of an opening and closing slideshow, update friends, family members and alumni of our program during the week through blogging and social media posts (Instagram, Snapchat, Facebook), and assist in creating content for a newsletter to be sent out after MBV. The two people in this role must be self-starters who can work independently, as well as part of a team.

Communications Specialist Responsibilities:

- Daily assist in social media updates
 - Can create a TikTok theme, dance or sound bite that students can use as their company slogan/chant
- Conduct short interviews with some of our keynote or breakout speakers to aid in creating content for BestPrep's blog or a separate profile post
- Uploading photos to MBV's Facebook page
- Assign different students a letter to draw on a piece of paper to spell out the MBV slogan, "We Love MBV" or another approved phrase in replacement of a camp photo
- Work as a team with the other Communications Specialist and a BestPrep staff member to create running photo slide shows for the week
 - Aid in running a scavenger hunt activity that helps to procure these photos
- Other duties as assigned

Additional Responsibilities:

- Must be comfortable welcoming and communicating with participants; Communications Specialists have direct interaction with all students and adults involved at camp (staff, speakers, volunteers, etc.)
- Keep BestPrep MBV staff informed of what is going on with the students from your perspective
- Represent BestPrep and MBV in a positive light at all times
- Communications Specialists must know and demonstrate camp rules while on campus and act as role models to students and CEOs

Requirements:

- Previous attendance at MBV; previous attendance as a CEO preferred, but not required
- Outgoing self-starter who takes initiative
- Enthusiasm and positive attitude
- Must have good communication and organizational skills to organize groups and create content for social media
- Ability to meet deadlines, accept new tasks, and use time management to stay focused to complete projects
- Should have some experience with PowerPoint, Windows Movie Maker, Facebook, Animoto Excel, blogging and editing digital images
- Appropriate dress throughout the week to lead by example
- Ability to attend a video orientation plus the Monday-Wednesday of the camp session
- Respect for self and for cultural and socio-economic differences of students attending MBV