

## 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 leadership role that helps facilitate and run BestPrep's MBV program. The CEO plans, facilitates, and executes the business plan with the company. 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 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 MBV 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 MBV in a positive light.

### Additional Responsibilities:

- Attend mandatory training session by phone in June and in-person the Saturday before camp
- Facilitate company meetings
- Lead your company of about ten students to brainstorm, and develop a business plan around a product idea
- Present the business plan content to your company prior to them choosing a product
- Be aware of all paperwork needed and ensure your company completes everything on time
- Ensure all company participants are actively engaged, identify students in the company that may need extra attention and assist them in having a positive camp experience
- Obtain messages and mail from MBV office before each company meeting
- Know and communicate company plans for the day and the week
- Update company and RBLs on camp changes throughout the week
- Ensure your company is on time for meetings and speakers
- Welcome, call, and serve as host for assigned speakers visiting camp
- Assist with registration, recreation and activities as needed
- Be a role model; know and demonstrate the rules of camp, dress appropriately, and present yourself professionally at all times
- Attend mandatory nightly CEO meetings
- Develop enthusiasm and spirit within your company

### Requirements:

- Previous attendance as a student at MBV and knowledge of program
  - Must have attended MBV once within the past 3 years
  - Must be entering Junior year of high school up to entering 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

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

### **Reports to:**

- BestPrep Minnesota Business Venture (MBV) Staff

### **Summary**

Communications Specialists take 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
  - If interested, can create a TikTok theme, dance or sound bite that students can use as their company slogan/chant
  - Other social media requirements: daily story posts on Instagram, posts on Instagram, Facebook, Snapchat
- 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
- Upload photos to MBV's Facebook page
- Use a digital camera to take and label photos of every student at camp as well as student groups (high school, company photo) and speakers, activities, etc.
  - Develop a school photo schedule and ensure all required photos are taken
  - Deliver announcements to students each day, letting them know when their school photo will be taken
- Work as a team with the other Communications Specialist and a BestPrep staff member to create running slide shows for the week
- 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 orientation on Saturday through closing ceremony on Friday
- Respect for self and for cultural and socio-economic differences of students attending MBV