

## Role Descriptions

# Co-Chair

### **Summary:**

In this role you are expected to work with the faculty advisor and the partners to build the strategy and vision for the program. Oversee the executive team to ensure effective execution of the program. This person will also be managing and reporting all elements of the program to the Board of Directors.

### **Tasks**

- Recruiting and hiring of the executive team.
- Maintaining and building relationships with the partners of the program.
- Building the vision
- Working with partners in order to meet deliverables.
- Responsible for securing the funding needed to allow the program to run
- Manage weekly meetings with the executive team to ensure execution and planning are on track
- Ensuring performance review are done with each member of the executive team
- Being involved and providing insight and feedback into each department on the executive team
- Execute and present Board of Director Meetings

### **Skills**

- Strong leadership skills
- Strong communications skills
- Strong organizational skills
- Conflict management
- Working in a ambiguous environment
- Positive attitude
- Agile thinking

### **Outcomes**

- Personal Growth
- Work with industry leaders towards a common goal
- Experience in managing a team
- Gain strong presentation skills
- Hone leadership skills as this person will be leading a team and a program
- Ability to work in a fast pace environment
- Experience in making sales pitches to gather the funding for the program

We want to bring on someone who values what we value- teamwork, excellence, authenticity, accountability, and integrity. This is an opportunity for you to take on new responsibilities, build a strong skill set, all in a work environment that is fast-paced, dynamic and fun.

# Chief Financial Officer

## Summary:

In this role you are expected to design and implement the budget for the program and all its elements. In charge of approving all expenditures, and monitoring the program's expenditure patterns.

## Tasks

- The CFO is responsible for organizing previous and current years' receipts, and writing a monthly report that will display:
  - The amount that each year received in sponsorship, and what the expenses were (to be reviewed with both Professor Malik and Co-chairs)
  - As well as a full analysis of spending patterns/behaviors, and create an action plan to manage expenditures moving forward
- The CFO is responsible for making a budget for this year's competition
- This budget will be formally presented to the rest of the executive team and Professor Malik at a predetermined date
- Ensuring all departments have individual budgets and will report these on a regular basis to the CFO
- The CFO must be directly accountable to the Co-Chairs at all times, and will be given weekly performance evaluations as well as feedback on their progress
- Takes part in Road Trips (Fall and Winter)

## Skills

- **Advanced Excel**
- **Attention to Detail**
- **Analytical and conceptual thinking skills**
- **Ability to communicate effectively**
- **Confidence - leadership and supporting team**

## Outcomes

- Build a strong background in forecasting budget for the areas of the business
- Work collaboratively with the different departments to help the teams budget for their activations

# Chief Judging Officer

## Summary:

You will be leading the judging of submissions by setting up a panel of industry and academic leaders, as well as being a co-facilitator of the judging process. You will work closely with the faculty advisor to ensure that the judging process maintains its integrity, as well as to continue to improve our processes.

## Tasks

- Responsible for recruiting judges for phase 1,2 and 3 from Academia, Industry and our Learning Partners
- In charge of establishing criteria and administering assessments with high confidentiality
- Administrates mini cases, and any other judging initiatives
- **Takes part in Road Trips (Fall and Winter)**

## Skills

- **Advanced Excel**
- **Attention to Detail**
- **High confidentiality - good written communication**
- **Analytical and conceptual thinking skills**
- **Ability to communicate effectively**

## Outcomes:

- Opportunity to work collaboratively with industry professionals and academia to create and facilitate the judging process
- Gain technical skills through administration of the FluidReview site
- Learn how to uphold the integrity of the competition despite many challenges
- Improve networking skills through constant communication with panel of senior-level marketing professionals
- Opportunity to provide insights into the creation of the Brief and corresponding grading materials to the lead sponsor

# Chief Operations Manager

## Summary:

The Chief Operations Manager will organize and plan the multi-day Finals and Gala Weekend, which is the culmination of the year and the final phase of the competition. With an annual audience in excess of 280 attendees, ranging from industry executives to the Top 10 competitors, this event marks the pinnacle of the competition. The Chief Operations Manager will manage all details including venues, meeting places, accommodations and meals for the various events taking place. This individual must accomplish the above while staying within the allotted budget and must maintain and deliver a professional and exciting event with tremendous execution.

## Tasks

- **Create detailed execution plans for the Executive Team, which includes key dates, roles/responsibilities, milestones, and logistics for the event.**
- **Work closely with the Chief Financial Officer for budgeting purposes.**
- **Work closely with the Co-Chairs, Chief Marketing Officer, Top 10 Liaison and the Faculty Advisor for executing Finals and Gala.**
- **Ability to manage the venue relationship in best interest for the Canada's Next Top Ad Exec Program**
- **Work closely and collaboratively with all external stakeholders (e.g., hotel management, events managers)**
- **Lead, manage and work collaboratively with the Events Director; be responsible for their tasks.**
- **Take part in road trips (Fall and Winter).**

## Skills

- **Proficient in Excel, Word and PowerPoint.**
- **Demonstrated ability to thrive in a fast-paced, complex environment.**
- **Ability to adapt and work with ambiguity.**
- **High attention to detail and organization skills.**
- **Innovative thinker who is research-oriented.**
- **Ability to communicate effectively and efficiently with all stakeholders.**

## Outcomes:

- **Opportunity to work collaboratively with industry and venues to organize and coordinate Finals and Gala Weekend.**
- **Gain project management and event planning experience on a large scale**
- **Improve leadership skills through delegating, teaching and coordinating activities with the rest of the executive team**
- **Opportunity to work in an ambiguous and complex environment where adaptability and resilience are key**
- **Gain negotiation and conflict management skills**
- **Opportunity to take ownership, accountability and responsibility for the program's biggest event of the year**

# Chief Marketing Officer

## Summary:

The Chief Marketing Officer will establish strategies to create stronger engagement via social media, as well as develop strategies to better promote the program through branding, events, campus visits, etc. It is the CMO's responsibility to find new avenues to promote Top Ad Exec and assist its growth for future years. As a leader on the team the CMO will be responsible for leading the entire marketing team which includes social media team and content creation.

## Tasks

- **Create detailed execution plans for the marketing team which will include all major programs and milestones.**
- **Oversees website, social media, video and creative portfolios for the program**
  - **Hire social media director and work closely to ensure constant posting on ALL channels**
  - **Hire video directors and work closely to ensure timely production and good quality of videos**
  - **Hire content director to create posters, headers for social media and any other graphics for the program and ensure consistent branding**
  - **Manage website director and ensure that there is always updated information on the website.**
- **Work closely with the Co-Chairs and the External team to execute marketing for sponsors and schools.**
- **Work closely with the Chief Operations Manager to determine strategy for ticket sales, and advertising closing ceremonies.**
- **Work with co-chairs and agency to develop and strategize brand**
- **Takes part in Road Trips (Fall and Winter)**

## Skills

- **Proficient in Excel, Word and PowerPoint**
- **Strong knowledge of marketing concepts and practice**
- **Skilled in all Adobe Creative Cloud products (photoshop, illustrator, indesign)**
- **Basic knowledge of video editing**
- **Able to manage several portfolios at once**
- **Clear communicator with highly developed interpersonal skills**
- **High attention to detail**
- **Innovative thinker and research oriented**
- **High analytical and conceptual thinking skills**
- **Ability to communicate and effectively**

## Outcomes

- **Get the opportunity to work with a professional agency to shape and develop the CNTAE brand from ideation to execution using your unique ideas and perspective**
- **Become a master project manager and hone your time-management and organizational abilities while working within a cross-functional, fast-paced team**
- **Bring ideas to life through spearheading creative strategies, overseeing content design and development, and producing videos and other media content for CNTAE platforms**

- Become a student leader by supporting and motivating your team throughout the year, while streamlining execution by identifying and adapting to your team's strengths

# Chief Campus Engagement Officer

The Chief CAM Officer is responsible for recruiting, hiring and managing Campus Account Managers (CAMs) at universities across Canada (who are in charge of educating and recruiting students to compete in the program). He or she will lead a team of CAM Directors who are liaisons for the Campus Account Managers. In addition to the above tasks, it is the Chief CAM's responsibility to organize and implement road trips to campuses across Canada to generate registrants.

## Tasks

- **Create year-long strategic action plan for Road Trips**
- **Work closely with the PR team on creating outreach plans for Road Trips**
- **Recruit, hire and train a full CAM team across Canada**
- **Plan road trips to central schools as well as East and West**
- **Train the executive team and CAMs for Road Trips**
- **Foster personal growth of your directors and CAMs**
- **Work closely with the Chief Financial Officer for budgeting events.**
- **Work closely with Marketing team to plan social media activation**
- **Hire CAM Directors and be responsible for their tasks**

## Skills

- **Proficient in Excel, Word and PowerPoint**
- **Demonstrated ability to thrive in a fast paced, complex environment**
- **Strong leadership and team management skills**
- **High attention to detail**
- **Ability to communicate effectively**

## Outcomes

- Become a student leader by supporting and motivating your team throughout the year, while streamlining execution by identifying and adapting to your team's strengths
- Hone and master project management skills, time-management skills and organizational skills while working cross-functionally in a fast paced environment
- Hone your coaching skills through quickly adapting to any learning style
- Master full cycle recruitment including interviewing, hiring, coaching, performance reviews and firing

# Social Media Marketing Manager

**Summary:** The Social Media Marketing Manager is responsible for daily posting on all social media channels (frequency must be discussed with Professor Malik at the beginning of the year), develop bi-weekly and monthly analytic reports, create social engaging social media campaigns to get students excited to compete and create social media paid promotions.

## Tasks

- **Work with the marketing team to create social media campaigns and engaging content**
- **Work closely with the marketing team and co-chairs when developing any creatives/campaigns - these will then need approval from Professor Malik**
- **Create bi-weekly and monthly social media analytic reports to see the progress of all posts and compare it against previous years**
- **Post daily on all relevant social media platforms**
- **Post sponsor related content as well as marketing and industry related content to help give students ideas for their phases**

## Skills

- **Working knowledge of Canva is necessary (this working knowledge can be further developed as more things are created)**
- **Familiar with social media trends and popular hashtags**
- **Proficient in excel (for analytic reports)**
- **Must be adaptable and flexible in order to quickly create and post any important content that gets thrown at you**
- **High attention to detail**

## Outcomes

- **Learn how to create paid media campaigns across a variety of platforms (programmatic, social via Facebook Ads Manager, print media, and more)**
- **Develop analytical skills to optimize media campaigns (efficient budgeting, maximizing KPIs)**
- **Learn by collaborating with creative and media agencies how to effectively convey messaging and brand image**
- **Practice how to come up with creative ideas and execute them quickly**

# Graphic Designer

- Administrate the publishing of relevant, original, high-quality content (for all channels and ads)
- Create a regular publishing schedule and promote content through social advertising (reviewed w/ faculty advisor)
- Work with the team to integrate all channels of marketing (social media, content marketing, email, print and digital marketing)
- Manage or oversee all marketing campaigns.
- Manage social media marketing campaigns and day-to-day activities including:
  - Develop relevant content topics to reach the company's target customers.
  - Create, curate, and manage all published content (images, video, written and audio/podcast).
  - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
  - Oversee design (ie: Social media graphics for Facebook cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.)
  - Design, create and manage promotions and social ad campaigns, being sure to integrate with the company's overall marketing campaign plan and channels.
  - Analyze key metrics and tweak strategy as needed.
  - Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.



# Website Manager

**Summary:** The Website Manager is responsible for creating web pages and managing updates/changes, facilitating email campaigns to all website contacts.

## Tasks

- **Work with the chair and marketing team to create email campaigns and engaging content**
- **Work closely with the marketing team and co-chairs when developing any creatives/campaigns - these will then need approval from Professor Malik**
- **Create bi-weekly and monthly data analytic reports to see the progress of registrants**
- **Update website pages and create new website pages as needed**

## Skills

- **Experience with Website Building Necessary (Wix, other platforms)**
- **Experience with Mailchimp or Hootsuite an asset**
- **Proficient in excel (for analytic reports)**
- **Must be adaptable and flexible in order to quickly update any important content that gets thrown at you**
- **High attention to detail**