



enactusTM

Concordia University

**EXECUTIVE TEAM
RECRUITMENT
2019-2020**



At Enactus, we believe that every individual can make an impact in their community - not in the form of charity - but by using the positive power of entrepreneurship.

Participation in Enactus provides university students with the opportunity to make a meaningful difference in their communities while gaining the experience, skills, and contacts necessary to build a successful career. Enactus students are talented, hard-working, value-driven leaders that blend a competitive spirit and desire to succeed with a sense of integrity and willingness to give something back.

As a member of an Enactus team, you'll be joining a worldwide network of more than 70,500 other students who are each making their contribution toward our shared mission of creating a better world. It's an experience that will change the lives of those in need and quite possibly your own as well.

Please note: all applicants must be enrolled in classes for the fall *and* winter semesters (one full academic year).



VP Marketing

Recruiting: (2) Executives

The duties of the VP Marketing shall be:

- Promote the activities of Enactus Concordia so as to engage the students of Concordia
Design and implement marketing plans to promote Enactus Concordia
- Be responsible for creating all marketing material required to effectively promote Enactus Concordia's events, initiatives and projects
- Maintain Enactus Concordia's social media accounts and website
- Actively respond to messages on all social media channels in a timely and professional manner

Qualifications:

- Knowledge of Photoshop & other content creating software
- Knowledge & experience with all social media channels (Instagram, Facebook, Twitter, LinkedIn)
- Excellent time-management skills
- Willingness to devote time and effort to the team
- Solid organizational skills
- Creativity and originality



VP External

Recruiting: (2) Executives

The duties of the VP External shall be:

- Research and contact potential Enactus sponsors and project partners
- Acquire funding for projects and events
- Assist project teams with external relations
- Arrange meetings with interested sponsor prospects
- Create sponsorship timetables well in advance of scheduled events
- Create Enactus sponsorship documentation
- Build and maintain on-going relationships with sponsors and corporate contacts
- Maintain a positive image for Enactus Concordia in local business community

Qualifications:

- Strong written and verbal communication skills
- Good professionalism
- Confidence in networking and building professional relationships
- Persistent, outgoing & sociable
- Work well in a team setting
- Bilingualism is an asset



VP Events

Recruiting: (2) Executives

The duties of the VP Events shall be:

- Responsible for logistics of all events
- Brainstorm innovative events for all projects *and* other initiatives
- Work with VP External to contact the right venues, caterers, etc. for events
- Work with VP Internal for booking
- Create realistic timeline for events
- Delegate tasks to executives for day of event
- Establish relationships with other associations within Concordia
- Develop initiatives and collaborations with other associations
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Requirements:

- Interest in event planning
- Strong leadership & organization skills
- Creative, outgoing & sociable
- Ability to work under pressure
- Open-minded
- Ability to work with others
- punctual



VP Internal

Recruiting: (1) Executive

The duties of the VP Internal shall be:

- Organization of team meetings (room bookings, appropriate times based on availabilities)
- Create meeting agendas and minutes
- Provide support to executives and general members to develop the skills and capabilities of the group
- Record activities for the purpose of team accountability and sustainability
- Be the liaison between Concordia hospitality, IT, and all other parties for events, meetings, etc.

Qualifications:

- Strong organizational skills
- Ability to work in a team and autonomously
- Good communication skills, written and verbal
- Critical thinking



VP Finance

Recruiting: (1) Executive

The duties of the VP Finance shall be:

- Create and manage Enactus Concordia's budgets
- Maintain Enactus Concordia's journal entries
- Be responsible for processing bank deposits
- Work with CASA's Finance Committee and the CASA VP Finance
- Be responsible for all activities regarding cheque requisition forms
- Allocate financial resources for all Enactus Projects and team expenses
- Manage all grants, funding and sponsored donations

Requirements:

- Proficiency in accounting
- Good organizational skills
- Solid understanding of working with a budget



VP Public Relations

Recruiting: (1) Executive

The duties of the VP Public Relations shall be:

- Liaison between the Concordia student body and the organization
- Promote Enactus projects, events and initiatives to students
- Encourage involvement from Concordia students
- Maintain good relationships with professors to integrate projects and events into curriculum
- Oversee and manage Concordia Entrepreneurship Facebook page
- Work with VP External executives on particular projects
- Work with VP Marketing executives on particular projects
- In-class presentations to promote entrepreneurial opportunities and events

Requirements:

- Sociable and outgoing
- Strong written and verbal communication skills
- Confidence to reach out to professors and students



VP Operations

Recruiting: (1) Executive *Per Project*

The duties of the VP Operations shall be:

- Develop, create and coordinate Enactus Concordia initiatives and projects
- Oversee the Project Managers in the running of assigned projects or events
- Organize events and initiatives to enhance the project's goals
- Lead a team of individuals to achieve the mission of the particular project
- Present project goals & achievements at Regional and National competitions

Qualifications:

- Solid leadership skills
- Ability to work in a team
- Willingness to dedicate ~ 15 hours per week to assigned project
- Interest and understanding of project's intentions



VP Operations (Cont'd)

(1) Project CodElle

CodElle is the newest Enactus Concordia project. We are tackling the social gender gap in the field of coding and programming. Less than 1 in 5 computer graduates are women which then, in turn creates a male-dominated field.

To help counter this, CodElle offers free monthly coding classes to young high school girls and most recently, university girls who show interest in learning and understanding the basics of software engineering. We hope to show these girls that coding is a possible career path, which is an important skill to have when starting your own business.

For more information about Codelle, click [here](#).

(2) Project Foster

Our goal is to solve the food waste and food insecurity crisis in Montreal.

We are tackling this issue by providing healthy and affordable meals, which will bring new life to food that would normally go to waste. We are collecting fresh produce from grocery stores that would otherwise be thrown out, and repurposing it to make healthy meals accessible to everyone.

Project Foster also aims to empower single parents by providing them with the food they need to feed their families and by offering part-time employment opportunities to single mothers in Montreal.

For more information about Foster, click [here](#).



(3) Project InStep

InStep is a four-phase program with the purpose of providing Indigenous Cegep Students and adult learners entrepreneurial skills.

The workshops include topics such as budgeting, expense control, branding and selling a product which are critical when you start your own business. We gave them the opportunity to develop and believe in ideas that would have an impact on their communities.

For more information about Instep, click [here](#).

(4) Project Nü

Project Nü aims to build entrepreneurial spirit among young artists, while also reducing textile waste. For this year's project, we have decided to team up with visual artists to continue our mission of promoting sustainable fashion. Working with visual artists to create fashion pieces will give them the opportunity to build a portfolio and develop entrepreneurial skills while doing what they love.

Nü isn't just a clothing brand – it's a change of lifestyle, a *nü* form of consumption. The project introduces a new way of producing clothing. Out with unethical sweatshop shirts made across the world – each product is crafted in an artists' studio.

For more information about Nü, click [here](#).

(5) Project Vive

Project Vive is a 3-phase program that educates university students about mental health in the form of fun, creative workshops. For every life the stigma of mental health took away, Vive creates new life.

We collect and repurpose waste items that would otherwise serve no other purpose than to pollute the environment. The repurposed waste will serve as art carrying the theme of mental health - bringing everything full circle.

For more information about Vive click [here](#).

