

JA Central Ontario Virtual Company Program Executive Team Roles 2020-2021

Executive Team Selection Process

Each team will elect an executive team consisting of the positions noted below. To be elected, students need to prepare a presentation stating why they should be elected to their chosen role and the team votes on each position.

Your advisors will provide you with further details on the process for your team.

Elected Virtual Company Program Roles

- President
- VP Finance
- VP Marketing
- VP Sales
- VP Production & Technology*
- VP Human Resources
- VP of CSR (OPTIONAL ROLE)*
- VP of Health & Safety (OPTIONAL ROLE)*
- VP of Environment (OPTIONAL ROLE)*

VP Production & Technology*: Please note that this document lists the Production and Technology roles as separate roles but for the virtual Company Program, Production & Technology are now **ONE executive position** and the student elected to this role will be responsible for tasks related to both positions.

VPs of CSR, Health & Safety and Environment (OPTIONAL ROLES)*: These are **optional roles** and will not have its own breakout sessions at Student Management Training.

Student Management Training | Saturday, December 5, 2020

This year, all Company Program students will be invited to attend virtual Student Management Training (not just those that are elected into the roles) and will have the opportunity to learn more about each role ***before*** running for a position. Note that executives may be required to conduct additional responsibilities which may be a bigger time commitment.

Executive Team Role Descriptions

Contents

President	2
Vice-President of Finance	3
Vice-President of Technology	4
Vice-President of Human Resources	5
Vice-President of Sales	6
Vice-President of Marketing	7
Vice-President of Production	8
Vice-President of Health & Safety (optional)	9
Vice-President of Corporate Social Responsibility (optional)	10
Vice-President of Environment (optional)	11

President

As president of the company, you are:

High performer: Your role doesn't stop at the end of your meetings, you see things through outside of regular business hours, when necessary

Passionate: You inspire others with your thirst for excellence

Selfless: You check your ego at the door and focus on what's best for your company

Responsible: You effectively manage your schedule to achieve amazing amounts of important work

Unbiased: You maintain fairness and equal treatment of all of your team members

Flexible: You lead the way towards openness to new ideas

Listener: You actively listen and seek out information to make informed decisions

Leader: You lead by example, are open to discussion and input from your team, and support your team members in whichever way they need

Ethical: Make decisions based on what is best for all involved. Reinforce ethical decision to be made through out all facets of the business

Qualifications: The successful candidate will possess:

- Excellent communication, leadership and management skills, and the ability to work effectively with others at all levels
- Advanced customer service orientation along with demonstrated relationship building skills
- Creative problem solving skills, along with the ability to multi-task and effectively balance multiple priorities
- Excellent integrity and work ethic
- Prior experience in a supervisory role considered an asset
- Commitment to working in a Team environment.
- Excellent time management skills, and ability to meet often competing deadlines
- Be able to connect all members of the business with a spirit of ethical excellence.
- Be self-motivated, diplomatic, innovative and able to accept challenge

Responsibilities: The successful candidate will be responsible for:

- Creating in collaboration with their team, communicating, and implementing the Company's vision, mission, and overall direction
- Leading, guiding, directing, and evaluating the work of other executive leaders
- Evaluating the success of the company and monitor all company activities.
- Build and maintain company spirit
- Provide leadership in the development of a Business Plan
- Overseeing the complete operation of the company
- Ensure that the Test of Disclosure (all decisions are transparent to all parties involved) is a rule of thumb.
- Preside at all company Meetings
- Work weekly with the Vice-Presidents to:
 - review company operations and records
 - resolve personnel, production, and marketing problems

- make sure all reports are filed with the local JA Office on time and according to local policy
- Coordinate all liquidation procedures and appoint a Final Report editor
- Be the driving force and motivator to all team members
- Maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards, and so forth

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Finance

As Vice President of Finance, you are:

Driven by Numbers:	You are responsible for the financial planning, financing, and budget management functions for the company
Leader:	Consistent demonstration of integrity, honesty, respect, and trust
Detail Oriented:	You pay attention to the details and make a conscious effort to understand causes instead of just the effects
Meticulous:	Showing great attention to detail; very careful and precise
Transparent:	Transparency drives team performance, task ownership, accountability and better communication
Ethically aware:	Tracking cash in a JA Company is a big responsibility. Financial procedures must be followed and reinforced with company members as being important to abide by.

Qualifications: The successful candidate will possess:

- Strong interest in Finance, Accounting and Business
- Knowledge of finance, accounting, budgeting, and cost control principles including Generally Accepted Accounting Principles
- Knowledge of financial and accounting reporting systems
- Ability to analyze financial data and prepare financial reports, statements and projections
- Knowledge of short and long term budgeting and forecasting, rolling budgets, and profitability
- Small and large project/program orientation
- Ability to speak up if financial procedures are not being followed.
- Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects

Responsibilities: The successful candidate will be responsible for:

- Assist in establishing short- and long-range departmental goals, objectives, policies, and operating procedures
- Design, establish, and maintain an organizational structure to effectively accomplish the departments goals and objectives
- Develop financial goals for the company.
- Appoint assistants: Accounts Payable and Receivable Specialists, etc.
- Receive and disburse all company money
 - write and record company cheques
 - make deposits
 - record all financial transactions in the record-keeping system
 - keep money and records safe and secure
- follow banking requirements as per your JA Charter
- Make sure that proceeds being donated to the charitable organization are disbursed when the company ends.
- Make financial reports at company meetings.
- Monitor and analyze monthly operating results
- Coordinate financial audits and provide recommendations for procedural improvements

- Assist in compiling financial data for Final Report

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Technology

As Vice-President of Technology, you are a:

Visionary:	You create a compelling vision, clear direction and strategy for the team
Leader:	You generate enthusiasm and understanding of the Delivery vision and how each role contributes to the achievement of that vision
Communicator:	You actively listen to and manage opposing viewpoints to build alignment and support for a solution
Problem Solver:	You exercise the mind (usually in an effort to reach a decision) and select the appropriate course of action
Ethically Aware:	The issues of copyright of all slogans, logos used by the business must be verified. As well appropriate use of social media sites for positive messages only must be monitored.

Qualifications: The successful candidate will possess:

- Strong interest and knowledge of Computer Science or related field
- Knowledge of the pros and cons of social media and the ability to understand the importance of copyright rules as they relate to photos, logos and slogans.
- Ability to keep all company information safe and secure and that any photos of employees are done so with media release permission.
- Experience creating and managing computing environments
- Experience designing and operating scalable networks
- Experience leading teams within a managed services environment
- Demonstrated success leading large, cross functional, sourced, or matrixed teams
- Demonstrated success establishing and executing technology strategies
- Proven ability to effectively prioritize and execute tasks in a high-pressure environment
- Experience in business systems, process planning, and application delivery
- Demonstrated ability to assess customer/client needs, creatively approach solutions, decide and influence appropriate courses of action

Responsibilities: The successful candidate will be responsible for:

- Provides vision, strategy, and structure to the company to ensure a highly productive and reliable service offering
- Accountable for providing cost-effective IT services and solutions by making decisions based on budget, resources, outsourcing, and value
- Responsible for implementing an increasingly strategy to ensure prevention of data loss, service interruptions and infrastructure stability
- Ensure that the company is utilizing information and technology appropriately and in support of the company goals
- Checking all posts, logos, slogans, pictures reflect JA and the Company in a positive manner.
- Provide leadership in the development of the Business Plan by providing ideas on how technology can be used
- Establish a set of goals per department on their requirements for technology and the training required
- Ensure team can achieve the goals in the plan. (i.e., communicate questions to each other, maintain records electronically, or set up a Web site to advertise the product or service)

- As defined in the Business Plan, create new spreadsheets, presentations or graphics, builds Web site, posters, signs or other materials required by each department (in conjunction with VP Marketing and the Marketing team)

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Human Resources

As Vice-President of Human Resources, you are:

- People-Person:** You enjoy and are particularly good at interacting with others
- Communicator:** You are skilled at conveying information, ideas, and perspectives to any target audience
- Resourceful:** You anticipate consequences and evaluate alternatives before acting
- Ethically aware:** You understand that feedback/personal information about all employees must be kept within the confines of the company.

Qualifications: The successful candidate will possess:

- Interest in HR disciplines, benefits, leadership & strategy, compensation, employee relations, diversity
- Ability to represent all employees in a fair and respectful manner. All employees need to be able to feel like they are in a safe, welcoming and positive workspace.
- Must demonstrate considerable knowledge of employment laws, wage and hour laws, fair employment practices, federal and state regulatory requirements, and governmental reporting requirements
- Strong analytical and collaborative problem solver skills; excellent team player
- Strong Project Manager; results-oriented leader
- Strong management skills—staff and employee relations
- Proficiency in communications skills, MS Office Products: Outlook, Word, Excel, and PowerPoint
- Multi-tasker, motivated by results, resourceful, people oriented, and customer service focused

Responsibilities: The successful candidate will be responsible for:

- Plans, develops, organizes, implements, directs, and evaluates the Company's Human Resources function and performance
- Establish and maintain credibility throughout the Organization
- Effective listener, coach, and problem solver of people issues
- Ensure all employees feel valued and that interpersonal issues between staff get resolved in a positive and transparent manner.
- Hire, supervise, and manage performance of HR staff, manages departmental budget; establishes, implements, and monitors departmental goals, objectives, and standard operating procedures and achievements
- Direct the administration of recruitment, on-boarding, benefits, compensation, payroll, employee and management level training & development, career progression, and succession planning
- Develop a financial and reward compensation plan for the company
- Approve payment of payroll
- Maintain and safeguard files of key company documents. Ensure all company information concerning staff is kept private.
- Maintain shareholder records and supervise communication with shareholders
- Assist in developing and mailing the Final Report

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Sales

As Vice-President of Sales, you are:

- Extroverted:** You are comfortable with “putting yourself out there” - meeting new people, networking and building relationships
- Motivated:** You are goal-orientated and have the ability to articulate their goals clearly and assign timelines
- People-Person:** You enjoy and are particularly good at interacting with others in any circumstance
- Communicator:** You are skilled at conveying information, ideas, and perspectives to any target audience
- Resourceful:** You anticipate consequences and evaluate alternatives before acting
- Ethically aware:** You are aware that all sales of product/services are to follow the Test of Disclosure

Qualifications: The successful candidate will possess:

- Interest in direct sales, business, Marketing, Communications or related program
- Proven expertise in developing growth initiatives
- Understands industry specific Key Performance Indicators
- Excellent analytical and problem solving skills
- High technical aptitude (Excel etc.)
- Exceptional written and verbal communication skills
- Strong ability to lead, coach and manage a team
- Ability to work within a fast-paced entrepreneurial environment, focused on innovation and completing tasks quickly with teams or individually
- Strong computer proficiency

Responsibilities: The successful candidate will be responsible for:

- Appoint assistants: Sales Manager, Advertising Manager, etc.
- Develop and administer a marketing plan.
- Coordinate advertising and publicity campaigns
- Record individual sales and suggest sales incentives: contest and bonuses
- Conduct market research on new products or services.
- Conduct sales training for all members and set quarterly sales targets
- Provide strategic leadership to a team of industry professionals in the areas of sales, field development and consultant support
- Drive business growth through the development, implementation and evaluation of consultant targeted sales and training initiatives.
- Ensure that all strategies are aligned with the Test of Disclosure.
- Integrate marketing initiatives with overall sales strategy
- Inspire new ways of attracting, engaging and on boarding consultant base
- Measure sales performance through the implementation of metrics and growth targets
- Continually research, review and recommend opportunities for improvements to sales processes
- Monitor all finished inventory, especially inventory checked out to sales staff.
- Confirm commissions due each member to the Vice- President of Human Resources.
- Keep accurate and up-to-date sales records for each product

- Make sales reports at company meetings.

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Marketing

As Vice-President of Marketing, you are:

Imaginative: You are original and create innovative and unique ideas, especially in the production of an artistic work.

Inspired: You seek inspiration from internal and external creative impulse

Hard-working: You have a strong work ethic

Ethically aware: You are aware that all strategies follow the Test of Disclosure

Qualifications: The successful candidate will possess:

- Ability to plan and manage at both strategic and operational levels
- Exceptional track record of developing and implementing marketing and sales strategies that have consistently met or exceeded planned objectives, providing personal leadership through example
- Ability to work collaboratively with colleagues and staff to create a results driven, team oriented environment
- Demonstrated ability to manage often outsourced marketing activities (PR, corporate identity system, website, etc.)
- Experience in choosing, deploying, and using marketing and sales applications
- Substantial experience working with business and industry press
- Strong strategic planning and analysis skills in sales, marketing, and business (competitive) strategy
- Extremely effective public speaking skills and presence
- Capacity to assume more significant executive responsibilities over time

Responsibilities: The successful candidate will be responsible for:

- Define the appropriate marketing organization for the company
- Develop and manage the Company's entire marketing budget
- Develop and track metrics and success criteria for all marketing programs and activities
- Act as spokesperson for the company with press and analysts and at industry events
- Strategic planning for company positioning, market and competitive analysis, customer segment selection, product/service placement
- Ensure that all strategies are aligned with the Test of Disclosure.
- Oversee marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, analyst and market research management, and website design and content either directly or on an outsourced basis
- Work closely with VP Sales to develop and manage channel and partner strategies and programs
- Oversee product management including market and customer research for market and product requirements, interface with engineering for product development, product pricing and product lifecycle management
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Production

As Vice-President of Production, you are:

Organized:	You take pride in structure and getting tasks completed efficiently
Multi-tasker:	You have the ability to manage all aspects of production, and can delegate, motivate and encourage others
Approachable:	Able to mediate within your team and for the company as a whole
Ethically aware:	All supplies needed to create the product/service are researched as to the ethical sourcing behind them as much as the information allows (ie preference to be given to fair trade, environmentally proactive goods if at all possible)

Qualifications: The successful candidate will possess:

- Strong interest in the production of company's product, service and ensuring a high degree of quality assurance
- Understanding of, and ideally experience with, relevant union and guild rules, policies and procedures
- Ability to manage complex production budgets in a cost effective manner
- Ability to physically produce products/services on limited budgets without sacrificing quality or production values
- A collaborative management style and a demonstrated ability to work with multiple constituents to get the job done

Responsibilities: The successful candidate will be responsible for:

- Provides leadership and management to the company's team and tracks the development of the company's products
- Create an environment that encourages interactivity and provides empowerment, support and feedback
- Manage employees and hands-on operation of the company's manufacturing function, whether in-house or sub-contracted
- Ensure manufacturing capabilities meet or exceed all industry and customer requirements for cost, quality and responsiveness
- Ensure the supplies and goods used are as ethically sourced as possible. (pro-environment, made by companies using ethical work places etc.)
- Work closely with the President and other VPs on manufacturing plans, goals, and future product innovations
- Play and active role in senior-level negotiations with client companies and manufacturing partners
- Develop and manage budgeting and budget execution with a focus on product costs and margins
- Direct all production control, production process development, quality systems, purchasing, and shipping/receiving activities
- Partner with sales team to meet with customers to discuss and set scheduling timelines for product delivery
- Supervise all members in the production process
- Appoint assistants: Production Manager, Production Trainer, etc.
- Develop a production plan
 - estimate production costs
 - develop production schedules and set production goals
 - establish a safety program

- develop a system for monitoring product quality
- If appropriate, find contractor and negotiate prices and deadlines
- Initiate purchase orders and maintain an adequate supply of all materials needed for production
- Co-ordinate production training
- Maintain production records and monitor supplies of raw materials

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Health & Safety (optional)

As Vice-President of Health & Safety, you are:

Calm:	You are able to separate feeling or emotion from your daily work
Patient:	You are able to accept or tolerate delays, problems, or suffering without them affecting your responsibilities
Assertive:	You are self-aware and confident in your ability to provide the best environment for your team and company
Analytical:	You use logical reasoning to make decisions
Problem Solver:	You exercise the mind (usually in an effort to reach a decision) and select the appropriate course of action
Ethically Aware:	You are able to shut down production and make recommendations if health and safety measures are not in place.

Qualifications: The successful candidate will possess:

- Good negotiation skills
- Tactful but assertive manner
- Logical thinking and problem-solving ability
- Good organizational skills and attention to detail
- The ability to cope under pressure
- An understanding of relevant laws
- Computer literacy

Responsibilities: The successful candidate will be responsible for:

- Monitor and ensure that your company establishes a safe environment for all members
- Monitor and help address environmental concerns for the company
- Establish the environment and safety plan, and ensure company members approve it
- Implement and monitor the plan
- Conduct training as required
- Report issues arising to Management Team
- Identify solutions to Management Team
- investigating/recording incidents, accidents, complaints and cases of ill health
- undertaking risk assessments and site inspections
- ensuring that equipment is installed correctly/safely
- identifying potential hazards
- determining ways of reducing risks
- writing internal health and safety policies/strategies
- Ensuring that no matter how tight the deadlines, if health and safety protocol is breached, production must be ceased.
- Compiling statistics
- Drawing-up safe operational practices and making necessary changes
- Writing reports, bulletins and newsletters
- Making presentations to groups of employees/managers
- Providing health and safety meetings and training courses for employees

- Liaising with relevant authorities
- keeping up to date and ensuring compliance with current health and safety legislation

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Corporate Social Responsibility (optional)

As Vice-President of Social Responsibility, you are:

- Enthusiastic:** You have great team spirit, a willingness to collaborate and assist within the team and across organization
- Self-Starter:** You are motivated and ambitious to start new ventures in the pursuit of helping others
- Committed:** You are dedicated to making an impact and seeing your company do the same
- Ethically Aware:** Selection of a charitable organization (if applicable) to donate some of the proceeds to is to be researched thoroughly to assess suitability to JA and all shareholders.

Qualifications: The successful candidate will possess:

- Interest in Social Responsibility, sustainability, environmental footprints, etc.
- Excellent interpersonal skills, written, oral and general communications skills
- Ability to research and look into the ethical footprint of all the facets of the Company
- Strong attention to detail Ability to multi-task and juggle multiple projects while delivering on schedule and on budget
- Self-starter with strong work ethic
- Team spirit, willingness to collaborate and assist within the team and across organization

Responsibilities: The successful candidate will be responsible for:

- Serve as internal resource and liaison on corporate responsibility items and issues
- Coordinate cross-functional efforts with other departments where needed
- Contribute to corporate responsibility assessment and consulting engagements, and other external stakeholders
- Find a charitable organization to align the Company (if applicable) with contact, research and report back to the Company members for feedback
- Support reporting processes, working with business units and communications
- Attend conference, events to gather and share resources
- Vet and present options for exercising corporate responsibility
- Plan and organize voluntary activities undertaken by the company to operate in an economic, social and environmentally sustainable manner
- Benchmark competition and industry best practices
- Analyze areas of impact and with relevant internal stakeholders
- Support other Corporate Responsibility initiatives as needed

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.

Vice-President of Environment (optional)

As Vice-President of Environment, you are:

- Patient:** You are able to accept or tolerate delays, problems, or suffering without them affecting your responsibilities
- Assertive:** You are self-aware and confident in your ability to provide the best environment for your team and company
- Analytical:** You use logical reasoning to make decisions
- Problem Solver:** You exercise the mind and select the appropriate course of action

Qualifications: The successful candidate will possess:

- Interest in Environmental studies or related discipline
- Basic knowledge of environmental and/or public health principles and technology
- Ability to undertake compliance and enforcement activities, including inspections if necessary
- Experience in the evaluation, analysis and review of reports
- Experience with environmental monitoring and sampling techniques in a work or academic environment
- Ability to work independently and display initiative
- Ability to solve problems
- Effective verbal communication skills
- Effective written communication skills

Responsibilities: The successful candidate will be responsible for:

- Carryout inspections, conduct investigations, resolve conflict, and take appropriate action
- Collect, analyze, and interpret data
- Review and assess reports/proposals, and make recommendations
- Prepare comprehensive reports
- Conduct monitoring projects in support of studies, programs, and the development of guidelines and standards
- Identify, interpret and advise on concerns and issues, and recommend alternatives for their mitigation and resolution
- Communicate effectively and represent the company
- Administration, inspection, and enforcement of regulations. Licenses, orders and permits

Time Commitment: Time allocation will fluctuate as required to meet business objectives and goals.