

SBU Leader

SBU Leader Job Summary

The SBU Leader is responsible for the overall operation of their team and implementation of their team's product or service idea. This includes – but is not limited to – proper delegation of tasks to team members, coordinating with other SBUs when necessary, creating schedules and timelines for the team, holding the team accountable to said schedules, and giving the company weekly updates.

Required Abilities and Skills

- 1) Excellent Communication skills – SBU Leader will be coordinating and delegating work within their own team, along with coordination across teams as well. Strong and effective communication is necessary in order to facilitate discussions, meetings, and brainstorming projects.

- 2) Passionate and Motivating Leadership – SBU Leader is the 'face' of the product or service. The attitude that the SBU leader adapts is also the attitude that will be reflected in the product. Furthermore, the SBU Leader must show a genuine passion for the project they are leading.

- 3) Adaptability and Willingness to be Flexible – SBU Leader will face unforeseen situations and obstacles. The SBU Leader is expected to be able to adapt and work around these situations.

- 4) Presentation Skills – The SBU Leader will present their product or service idea to a loan committee, along with an end-of-year report to the loan committee as well. SBU Leader will also give weekly updates every Tuesday at 2 PM. Ability to summarize, analyze, predict, and report data is a must.

5) Conflict Resolution – The SBU Leader must be capable and willing to mediate disputes between team members, taking corrective action if necessary. The SBU leader must also be willing to provide constructive criticism and encourage team members to improve their performance when appropriate.

Job Specific Responsibilities

1. Create and Deliver product-specific portion of the loan proposal.
2. Create and Distribute Job Descriptions for each Individual within SBU.
3. Plan and conduct SBU Team Meetings both in and out of class.
4. Delegate tasks to team members based on skills, expertise, and product-specific criteria.
5. Summarize SBU progress, obstacles, and future goals in a weekly update to be held every Tuesday at 2:00 PM.
6. Communicate with other SBUs and be willing to help when necessary.
7. Motivate team members to get work done effectively and efficiently.
8. Settle / Mediate disputes between team members when necessary.
9. Handle any other task assigned by professors and/or Andrew.

MEDIA COORDINATOR

Media Coordinator Job Summary

The Media Coordinator is responsible for monitoring and verifying company-wide social media advertising strategies. Media Coordinator does not dictate or manage what marketing messages are sent by each SBU, but rather makes sure that all messages reflect the NEOS brand image and big picture goals. This position will also work in the realms of creative marketing and online database management. This includes – but is not limited to – brainstorming ideas to build online traffic, reshaping the company Google Drive, and communicating NEOS brand expectations to SBUs.

Required Skills and Abilities

- 1) Knowledge of Website Development and Database Management – The Media Coordinator will be making changes to the company website and google drive on a regular basis. It is imperative that the media coordinator be able to work independently in this capacity. A learning curve will be given to the individual in this position if they are not entirely comfortable with these skills.

- 2) Brainstorming and Creative Marketing – Media Coordinator will be finding ways to attract new customer bases to the IBC / NEOS via social media and company website. In order to do this, the media coordinator must be able to create marketing strategies and discuss the implementation thereof with the company.

- 3) Communications (Both External and Internal) – Media Coordinator must be able to communicate NEOS brand standards and disseminate other pertinent information with the company. Media Coordinator must also be able to communicate with potential market segments and existing markets.

Job Specific Responsibilities

1. Monitor the Social Media presence and discuss social media marketing strategies with each SBU.
2. Actively verify that various social media outlets match up with the pre-determined NEOS brand image.
3. Take corrective action *only when necessary* and work with SBUs to put social media back in line with NEOS image.
4. Work and coordinate with the appropriate channels in discussing big-picture future for the NEOS brand.
5. Communicate with brand image director and update NEOS brand image standards with the company whenever necessary.
6. Brainstorm creative online marketing strategies and implement them upon company-wide discussion.
7. Restructure the company Google Drive so that information is easily accessible and organized.
8. Responsible for any other tasks assigned by professors or Andrew.

PHILANTHROPY DIRECTOR

Philanthropy Director Job Summary

The philanthropy director is responsible for leading any philanthropy efforts that are conducted by the company. Responsibilities include – but are not limited to – researching and choosing charitable organizations to work alongside for the year, finding organizations to donate company profits towards at the end of the semester, and fostering team unity through serving the community.

Required Skills and Abilities

- 1) Christ-Centered, Servant Leadership – The Philanthropy Director is expected to be truly enthusiastic to serve others and motivate others within the company to be enthusiastic as well. In other words, the philanthropy director must be willing to lead by example.
- 2) Communication Skills – The philanthropy director must be able to communicate effectively and often with outside organizations in planning serving opportunities, along with communicating dates of events and logistics within the company.

Job Specific Responsibilities

1. Research charitable organizations and lead company efforts in choosing an organization(s) to partner with for the semester.
2. Communicate with local organizations and individuals to create volunteering opportunities for the IBC.
3. Schedule volunteer opportunities at least one week in advance and communicate these opportunities to the IBC.
4. Keep track of volunteer hours served by each individual within the IBC.
5. Use philanthropy efforts as a way to foster and maintain team bonding and company unity.

6. Take corrective action if necessary when individuals are putting in no effort towards fulfilling service hours.
7. Create and foster a vision for how philanthropic efforts can build and promote the NEOS brand.
8. Work within SBUs to fulfill any needs that might be unmet when not performing other job functions.**
9. Responsible for any other tasks assigned by professors or Andrew.

** This means I am looking for philanthropy director to actively and intentionally communicate with SBUs when not busy with any philanthropic functions.

****BRAND IMAGE DIRECTOR (STILL IN PROGRESS)****

Brand Manager Job Summary

The brand manager is primarily responsible for creating and maintaining a new brand for the IBC that can be used for the indefinite future. The position will also require consistent correspondence with the social media coordinator in executing the vision for NEOS through social media, advertising, events, and other strategic marketing functions. The individual in this position will also work closely with the student consultant in handling company-wide issues and communication when needed.

Required Skills and Abilities

- 1) Big-Picture Vision – The Brand Manager must be capable of planning several semesters into the future to anticipate how future IBCs might best utilize NEOS. In other terms, this position entails creating a brand that will last for more than one semester and planning appropriately with such knowledge in mind.
- 2) Multitasking – The Brand Manager must be able to work with multiple ideas at once, as the vision for NEOS will constantly be in flux for the first semester. The position requires working with multiple long-term visions and ideas simultaneously.
- 3) Communication – Every position requires communication skills, but in this position, precise communication is of the utmost importance. The Brand Manager is responsible for making sure every individual in the company knows exactly what NEOS is, what it stands for, and what the working vision for the brand is.
- 4) Self-Management – Brand manager must be able to effectively manage their own time and responsibilities and create schedules for themselves. This position has little oversight, and operating independently will be the norm on a day-to-day basis.

Job Specific Responsibilities

1. Create and edit the NEOS logo, mission, and purpose.
2. Create and Distribute professional NEOS-based marketing tools such as email signatures, invoices, etc.

3. Create and present the introductory material for the Loan Proposal (this includes introducing NEOS, discussing Mercy Bracelet, etc.)
4. Meet regularly with the Media Coordinator to discuss new ways of implementing the NEOS brand into marketing strategies, products, events, etc.
5. Promote the NEOS brand through non-social media means (i.e. interviews with Cedars or announcements in chapel, etc.)