

# Chief Executive Officer: The peace keeper



## **The role**

We are looking for a Chief Executive Officer (CEO) to join our small business. As the CEO you will see yourself as the energy of the business - the pedals that push your team forward.

You understand that being a leader is not about barking orders but supporting and guiding your team to success. You will be responsible for the overall success of the business, and it's up to you to help your team achieve their goals.



## **Your responsibilities**

### For the team

- Ensure each team member has a clear plan for their work
- Help build team members' confidence in their ability
- Motivate and support your team

### For the business:

- Work with the Head of Operations to create a business strategy with specific objectives
- Carry out market research
- Keep team informed of market and competition
- Report to the board of directors who will evaluate your work as CEO

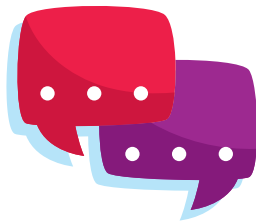
# Head of operations: the chatter box



## **The role**

We are looking for a Head of Operations to join our small business. You will be highly motivated, able to multi-task and get things done. You are the team member who always knows what's happening, when, where, how and why.

Your main role is to plan how the business will run. You should see yourself as the handy man/woman of the business, keeping every aspect running smoothly.



## **Your responsibilities**

### For the team

- Advise team members on what they are doing well and areas that could be improved on – pointing these out sensitively
- Ensure all members of the team are happy in their roles, and if they are not find out why and try to fix it
- Encourage and motivate your team members

### For the business:

- Work with the CEO to develop the business strategy
- Create a plan for where and when the team will work
- Identify any training needs of the team (including for yourself)
- Ensure all teammates are on target for deadlines
- Support teammates with their responsibilities
- Check over the budgets, marketing strategy and promotional materials

# Head of Marketing: The creator



## **The role**

We are looking for a Head of Marketing to join our small business. You will have the creative vision to develop a strong brand identity.

You will take the lead on developing a marketing strategy to help promote our brand and business. You will deliver events, social media, digital campaigns and advertising that will draw customers to our business.



### **Key skills:**

- creative and artistic
- highly organised
- communication skills
- good teamworker
- leadership skills

## **Your responsibilities**

### For the team

- Ensure the team knows and uses the branding - a strong brand means a strong business
- What your competitors look like and how you differ
- Be passionate about the business

### For the business:

- Create a brand that matches the image of the business - with help from your team
- Create promotional materials (e.g. posters, web page)
- Use social media and events to promote your business
- Carry out market research on competitors' products
- Identify ways to reach new market areas
- Develop a pricing strategy with the Head of Finances

# Head of Finances: The Number Cruncher



## **The role**

We are looking for a Head of Finances to join our small business. You will be good with numbers, planning and organising. You will be responsible for dishing out the cash to your team members and making accurate predictions about our finances.

You will be responsible for the businesses wallet. You should see yourself as the financial gatekeeper of the business. Your team will have to seek your approval to access funds. You will need to monitor and track the money in and out of the business.



### **Key skills:**

- highly organised
- numeracy skills
- analytical mind
- budget management
- communication skills

## **Your responsibilities**

### For the team

- Ensure the team knows how much money is allocated to their budget and why
- Resolve any financial queries
- Discuss any financial concerns you may have

### For the business:

- Create a budget for the business
- Develop a pricing strategy with the Head of Marketing
- Calculate profit margins
- Assist the Head of Marketing in promoting the business to generate funds
- Know competitors' prices