

2025/26

Ascend SFU

# Executive Hiring Package

# Ascend SFU

## Who We Are

As one of SFU's student leadership clubs, Ascend Leadership at SFU wants to develop the full potential of visibly diverse leaders through mentorship, skill building, and networking events. By offering opportunities for skill development while providing mentorship support, we hope to create an awareness and eminence of leadership diversity within the corporate workforce.

## Our Vision

Ascend Leadership at SFU will be representing the second student chapter of our corporate arm, Ascend Canada. With the support of Ascend Canada's vast member network and business partners, we can equip students with the necessary resources to enhance the presence and influence of leadership diversity. In the long term, our goal is to serve as a collective voice for leadership diversity within the business community.

## Our Mission

Our mission is to inspire a generation of leaders and provide them with the necessary skills to become powerful leaders in the corporate workforce. Ascend Leadership supports the entire duration of a student's career, from undergraduate to executive level, and caters to the development needs at different stages of their career with a focus on leadership diversity. We believe that creating a sustainable network of diverse mentees and mentors will be a significant component to ensuring the future success of our business community.

## Objectives

- Connect our student community with Ascend Canada's network of seasoned professionals and emerging leaders
- Enable students and young professionals to achieve their career goals in a supportive environment
- Enhance the visibility and influence of current and future business leaders of a visible minority

## Membership Profile

Ascend Leadership wants to be the collective voice for visibly diverse leaders in the corporate business community. ***Our club is inclusive and open to students of all ethnicities, ages, backgrounds, and faculties.*** We believe in the importance of creating an awareness for corporate diversity. Therefore, we want to be affiliated with all those who share our vision and to help firms to reach their corporate diversity goals.



## **VICE PRESIDENT OF FINANCE**

### **Role Description**

The Vice President of Finance role aims to support the financial health of the chapter by overseeing budget planning, guiding the strategic allocation of funds, and ensuring accurate financial record-keeping. This role also focuses on securing grants or other funding sources, preparing detailed financial reports, and contributing to the overall financial sustainability and transparency of the organization. Additionally, this role will lead and oversee a team of finance members, providing direction, mentorship, and coordination to ensure smooth financial operations across all initiatives.

### **Responsibilities**

- Oversee and manage the chapter's annual budget planning, fund allocation, and financial documentation
- Track and facilitate financial transactions, including ticket sales, reimbursements, and funding usage
- Secure grants and university funding opportunities to support chapter initiatives
- Prepare and present detailed financial reports to support transparency and inform executive decisions
- Help develop internal financial policies and monitor adherence to the approved budget, flagging discrepancies and suggesting adjustments as needed
- Collaborate with team members to estimate costs and set budgets for events, initiatives, and the annual plan
- Support the preparation and presentation of Ascend's annual plan to Beedie's Office of Student Experience
- Lead a team of finance members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### **Skills**

- Proven leadership and team management skills to guide finance members effectively
- Strong time management, critical thinking, and problem-solving skills
- Detail-oriented with excellent organizational skills to maintain accurate records and manage deadlines
- Proficient in Excel; experience with financial tracking and budgeting tools is an asset
- Clear and professional communication skills, both written and verbal
- Ability to work collaboratively with executive team members, funding bodies, and event coordinators
- Completion of BUS 312 is considered an asset

### **Time Commitment**

5 - 10 hours per week (subject to change based on the season)

## VICE PRESIDENT OF MARKETING STRATEGY

### Role Description

The Vice President of Marketing Strategy is responsible for driving the overall marketing vision and presence of Ascend SFU. This includes crafting a cohesive brand identity, increasing the chapter's visibility, and fostering meaningful engagement with the student community. The role involves developing effective promotional strategies, overseeing content creation across platforms, and ensuring consistent communication of the organization's mission. A strong sense of creativity, strategic thinking, and attention to detail is essential. The Vice President will also guide and support a team, helping coordinate efforts to deliver impactful and well-executed marketing initiatives throughout the year.

### Responsibilities

- Develop and implement a year-long marketing strategy that aligns with Ascend SFU's mission and goals
- Oversee the creation and distribution of marketing content across various platforms (e.g. Instagram, LinkedIn, newsletters)
- Establish and manage a structured marketing timeline for campaigns, events, and outreach initiatives
- Review and analyze data from past campaigns to assess performance and engagement
- Use insights from data to inform marketing plans and adjust strategies as needed
- Collaborate with other executive team members to align marketing efforts with chapter-wide initiatives
- Ensure consistent branding and messaging in all promotional materials
- Identify opportunities for community engagement and brand partnerships to expand reach
- Lead a team of marketing strategy members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### Skills

- Proven leadership and team management skills to guide members effectively
- Clear and professional communication skills, both written and verbal
- Creative mindset with a strategic approach to content development and branding
- Excellent time management skills and adaptability in fast-paced environments
- High attention to detail and a strong sense of visual consistency
- Ability to collaborate and contribute within a team-oriented setting
- Proficiency in design tools such as Adobe Photoshop, Canva, or Figma is an asset

### Time Commitment

5 - 10 hours per week (subject to change based on the season)



## VICE PRESIDENT OF MARKETING DESIGN

### Role Description

The Vice President of Marketing Design serves as Ascend SFU's lead creative, responsible for visually bringing the chapter's brand and campaigns to life. This includes designing high-quality graphics and visual assets that reflect the organization's mission and marketing goals. The role focuses on developing and maintaining a cohesive brand identity while overseeing the final design of materials such as social media content, event posters, and chapter merchandise (e.g., the annual team hoodie). A strong sense of creativity, brand consistency, and visual storytelling is essential. The VP of Marketing Design collaborates with the VP of Marketing Strategy and the executive team to deliver impactful marketing initiatives. They also lead the design team, ensuring collaboration and consistency in brand identity throughout the year.

### Responsibilities

- Create engaging graphics and visual content for digital platforms such as Instagram, LinkedIn, and newsletters
- Design promotional materials for events, campaigns, and chapter-wide initiatives
- Ensure visual brand consistency across all marketing and communication assets
- Collaborate with the Marketing and Events teams to deliver high-impact visuals that align with campaign goals
- Assist in developing and executing campaign themes, visual strategies, and creative direction
- Adapt designs for various formats, sizes, and platforms while maintaining brand integrity
- Support content brainstorming and contribute creative ideas to elevate campaign impact
- Oversee the maintenance and visual upkeep of the Ascend SFU website to ensure a cohesive user experience
- Ensure timely delivery of all design materials and meet project deadlines
- Lead a team of marketing design members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### Skills

- Clear and professional communication skills with the ability to incorporate feedback into design revisions
- Excellent time management skills and adaptability in fast-paced environments
- High attention to detail and a strong sense of visual consistency, layout, and typography
- Ability to collaborate and contribute within a team-oriented setting
- Proficiency with design tools such as Adobe Creative Suite (Photoshop, Illustrator) and Figma

### Time Commitment

5 - 10 hours per week (subject to change based on the season)



## VICE PRESIDENT OF EVENTS

### Role Description

This role of the Vice President of Events will be to plan and run events that bring the Ascend SFU community together. This includes everything from coming up with event ideas to handling logistics and making sure things run smoothly on the day. The role involves coordinating with team members, booking venues, managing timelines, and ensuring each event is a positive experience for attendees. The Vice President will help create workshops, networking events, and social events that reflect Ascend's mission and keep members engaged throughout the year. The role also includes guiding and supporting a team by coordinating efforts throughout the year while fostering relationship-building, team development, and a positive and collaborative team culture.

### Responsibilities

- Plan and execute a variety of events for Ascend SFU, including workshops, networking sessions, and social gatherings
- Lead event ideation and collaborate with team members to develop engaging and mission-aligned programming
- Manage all event logistics such as venue booking, catering, scheduling, equipment setup, and attendee registration
- Develop contingency plans to address potential issues and ensure smooth event execution
- Work with the marketing team to promote events and ensure consistent messaging across platforms
- Ensure events are accessible, well-organized, and reflective of Ascend's values and goals
- Support the preparation and presentation of Ascend's annual plan to Beedie's Office of Student Experience
- Lead a team of events members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### Skills

- Strong written and verbal communication skills
- Excellent time management, organization, and multitasking abilities
- Adaptability and problem-solving skills to handle unexpected challenges during event planning and execution
- Proactive mindset with the ability to take initiative and follow through on details
- Strong interpersonal and teamwork skills to collaborate effectively with members across the organization
- Creative thinking with a solutions-focused approach to event development
- Completion of BUS 361 or other event planning experience is considered an asset

### Time Commitment

6 - 12 hours per week (subject to change based on the season)



## VICE PRESIDENT OF INTERNAL RELATIONS

### Role Description

The Vice President of Internal Affairs is responsible for fostering a connected, inclusive, and engaged team environment within Ascend SFU. This role plays a key part in strengthening internal culture by facilitating communication between team members, organizing chapter-wide events, and creating meaningful opportunities for collaboration. The Vice President plays an active role in driving member engagement by building systems to monitor participation, boost morale, and strengthen team involvement, while working closely with the Executive Team to align internal initiatives with the broader mission of the organization. The Vice President will also guide and support a team, coordinating efforts throughout the year while fostering relationship-building, team development, and a positive and collaborative team culture.

### Responsibilities

- Facilitate communication and collaboration across all teams within the organization
- Organize and lead general meetings to update members on ongoing initiatives and team progress
- Develop and implement tools to track member engagement, collect feedback, and support internal development
- Coordinate and conduct mid-year member check-ins to monitor well-being, engagement, and support needs
- Plan and execute organization-wide events that promote connection, inclusion, and engagement
- Maintain active internal communication channels, including ensuring consistent Slack engagement
- Support the Executive Team in aligning internal operations with broader organizational goals
- Foster a welcoming and inclusive environment that encourages open dialogue and strong interpersonal relationships
- Lead a team of internal relations members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### Skills

- Knowledge of HR policies and procedures, with strong written and verbal communication skills
- Outstanding time management skills and the ability to respond quickly to changes
- High attention to detail and organizational awareness
- Ability to work collaboratively in a team setting
- Strong critical thinking and interpersonal problem-solving skills
- Completion of BUS 360W and/or BUS 381 is considered an asset

### Time Commitment

5 - 10 hours per week (subject to change based on the season)



## VICE PRESIDENT OF CORPORATE RELATIONS

### Role Description

The role of the Vice President of Corporate Relations is to build and maintain strong partnerships between Ascend SFU and external stakeholders, including corporate sponsors, community organizations, and university departments. This role focuses on strengthening the chapter's outreach efforts, securing sponsorships and funding, and ensuring professional communication with all external partners. The Vice President will also develop sustainable corporate relations strategies, create outreach materials, and collaborate closely with other teams to align sponsor involvement with Ascend's events and brand. In addition, the Vice President will lead and support a team, helping coordinate outreach efforts and ensuring clear communication across all initiatives.

### Responsibilities

- Maintain and strengthen relationships with Ascend SFU's corporate sponsors, community partners, and other external organizations
- Act as the primary point of contact between the chapter and external stakeholders, ensuring timely and professional communication
- Collaborate with the Events team to support outreach to guest speakers, panelists, and venue partners
- Identify and pursue new sponsorships, funding opportunities, and strategic partnerships
- Assist in writing and submitting sponsorship proposals, grant applications, and post-event follow-up reports
- Develop outreach templates and standardized communication practices for corporate engagement
- Create a sustainable corporate relations strategy that future teams can build upon
- Represent Ascend SFU at SFU events, classroom pitches, and other student outreach initiatives
- Work with the Marketing and Events teams to ensure sponsor branding and recognition are properly integrated into promotional materials and programming
- Lead a team of corporate relations members, providing support, guidance, and clear delegation of tasks to maintain effective workflow

### Skills

- Excellent written and verbal communication skills
- Strong time management and organizational abilities
- Proactive and confident in professional outreach and relationship-building
- Ability to collaborate with internal teams and communicate effectively with external partners
- Completion of BUS 360W and/or BUS 361 is considered an asset

### Time Commitment

5 - 8 hours per week (subject to change based on the season)