



## OVERVIEW

Chief Experience Officers (CEOs) are key members of the SJU Student Ambassador Team within the Registrar's Office at St. Jerome's University. They report to the Admissions & Recruitment Coordinator (overseen by the Manager of Outreach and Recruitment) and work in close cooperation with the Outreach and Recruitment Associates (ORAs) and members of the Student Affairs Team.

CEOs are full-time, upper-year undergraduate SJU students – and "SJU students" are anyone who is academically co-registered with SJU and/or anyone who lives or has lived in our SJU Residence. The time commitment required for CEOs varies depending on the time of the term, but CEOs will be busy during the Experience Guide (XG) training week (5 – 10 hours) as well as the days leading up to a major recruitment event (such as an Open House or webinar). Students in other leadership roles are encouraged to discuss handling dual roles with both potential supervisors before committing to both.

## RESPONSIBILITIES

As a CEO, you will be responsible for:

- **Overseeing** the SJU Student Ambassador Team, including **promoting, interviewing, hiring, training, and managing** the Experience Guides (XGs), as well as additional volunteers, to provide expansive recruitment opportunities in the virtual spheres
- **Brainstorming, creating, and executing** visual recruitment content (including new swag/merchandise, contests, website and online material, etc.) to promote SJU and share the SJU community with prospective students, their support systems, and the wider public
- **Partnering** with the development and management of the @SJUBelong social media account, content, and strategy
- **Partnering** with the planning, development, and coordination of online recruitment events (such as SJU Virtual Tours, virtual Open Houses and Fairs, podcasts, live videos, virtual calling campaigns, etc.) to creatively, meaningfully, and authentically connect with prospective students over various virtual mediums
- **Creating and maintaining** a welcoming, inclusive environment all for the XGs, prospective students and their support systems, as well as for your peers and colleagues across SJU-UW outreach and recruitment
- **Contributing to and championing** making SJU an increasingly inclusive and equitable community through being actively anti-racist and consciously decolonial
- **Embodying** the current SJU student perspective to honestly present SJU life and culture through all applicable mediums and to provide insight and experience to the SJU Registrar's Office on SJU's recruitment activities and initiatives



- **Exemplifying** engaged student leadership at SJU and being a mentor to your peers on the SJU Student Ambassador Team
- **Attending** weekly meetings and **staying on top of** CEO-related e-mail and MS Teams channels and action items

*Please note:* We are currently, and for the foreseeable future anticipate remaining so, operating in a virtual context due to the COVID-10 global pandemic. Should SJU open up in the Fall 2021 and/or Winter 2022 term, this may allow for the possibility of giving in-person tours on campus, and we would need people to be willing to give in-person tours as it becomes safe and appropriate to do so.

## **REQUIREMENTS**

To be a CEO, you will need to be:

- a current, full-time, upper year undergraduate SJU student – that is, you must be academically co-registered with SJU and/or live or have lived in our SJU Residence!
- strongly committed to academic excellence.
- authentically proud of and enthusiastic for St. Jerome's University.
- knowledgeable about and willing to learn more about St. Jerome's University.
- able to offer an above-and-beyond experience to visiting guests.
- a team-player who is also capable of providing leadership to the team.
- fully commitment to the responsibilities of this leadership opportunity.

To be a CEO, you do NOT need to have been an Experience Guide (XG) in the past; however, the CEO position is a natural progression of XG work and responsibilities, and you may be more competitive for a CEO position if you have prior XG experience.

## **COMPENSATION**

The position of CEO is a volunteer position. In lieu of monetary compensation, CEOs will have the opportunity for professional and personal development at the local and provincial level, and they will improve their public speaking and multimodal communication skills as well as build up their résumé experiences. They will also create networking relationships in the field of outreach, recruitment, and admissions. The CEO role is also ideal training grounds for the UW Liaison Officer position (should you choose to do that as a next step upon graduating from SJU). And finally, CEOs are recognized and celebrated for their time in this role, often with gratis but also with lifelong connections and leaving their fingerprints across the SJU Registrar's Office.