



## ENACTUS WINDSOR

*Open Roles Booklet*

### What Is Enactus Windsor?

Enactus Windsor is a student-led team that uses entrepreneurial thinking to create social, environmental, and economic impact in our local and global communities. We build and launch real projects that solve real problems by combining creativity, strategy, and purpose.

Our members come from **all backgrounds and faculties**, working together on everything from sustainable product development to partnership building, finance, media, and more. Whether you're here to lead, learn, or try something new, **there's space for you at the table**.

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## **Communications Generalist**

**Team:** Communications

**Reports to:** Anita Jafari, Vice President of Communications

**Status:** Volunteer

**Time Commitment:** Low: 3 hours per week, High: 7 hours per week

**Term Length:** June 2025 to May 2026

**Hiring Status:** Open

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### **Overview:**

As Communications Generalist, you'll support various areas of the team depending on your strengths and interests. From helping with social media content to writing captions or coordinating project updates, this role offers flexibility and exposure to every part of the comms process.

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### **Key Responsibilities:**

- Assist with day-to-day communications tasks across the team
  - Support social media scheduling, story posting, and audience engagement
  - Help edit or draft written content for campaigns, reports, and internal updates
  - Collaborate with designers, writers, and strategy team members
  - Jump in to help wherever needed during high-priority weeks or competitions
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### **Ideal Candidate:**

- Reliable, adaptable, and willing to learn
  - A strong communicator who's organized and detail-oriented
  - Interested in marketing, media, communications, or creative work
  - Bonus if you've worked in a support or team-wide role before (but not required)
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### **What You'll Gain:**

- Broad exposure to communications strategy and execution
- Experience in multiple skill areas: writing, content planning, team coordination
- A strong foundation for moving into more specialized roles later
- Mentorship and collaboration with a creative, high-performing team

## **Ascent Mentor**

**Team:** Ascent

**Reports to:** Enterprise Managers of Ascent

**Time Commitment:** 3-6 hours per week

**Term Length:** June 2025 to May 2026

**Hiring Status:** Open

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### **Overview:**

Ascent Mentors deliver hands-on entrepreneurship education to students in grades 7–12 through twice-weekly classroom sessions, either virtually or in person. Mentors guide students through interactive lessons, real-world challenges, and personal goal setting — helping them build confidence, creativity, and business skills. This role is ideal for someone passionate about youth development, education, and social impact.

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### **Key Responsibilities:**

- Facilitate two entrepreneurship sessions per week in assigned classrooms
  - Build strong rapport with students and foster an inclusive learning environment
  - Deliver curriculum content and adapt lessons to meet classroom needs
  - Support students in developing entrepreneurial thinking and personal growth
  - Collaborate with fellow mentors and the Ascent leadership team to improve programming
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### **Ideal Candidate:**

- Reliable and enthusiastic, with strong communication skills
  - Comfortable leading youth-focused discussions and activities
  - Passionate about entrepreneurship, education, and community service
  - Able to commit to consistent weekly sessions and communicate proactively
  - Open to learning and adapting in a dynamic classroom setting
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### **What You'll Gain:**

- Real-world experience in teaching, mentorship, and youth engagement
- Opportunities to develop leadership, facilitation, and coaching skills
- A chance to make a lasting impact on students' confidence and future goals
- Connection to a passionate team driving social change through education

## **Business Development Lead - Reedify**

**Team:** Reedify

**Reports to:** Harris Sami (Project Manager of Reedify)

**Time Commitment:** 7-10 hours per week

**Term Length:** June 2025 to May 2026

**Hiring Status:** Open

### **Overview:**

Reedify is an Enactus Windsor initiative that transforms the invasive species of *Phragmites* into sustainable consumer products such as bug spray, biodegradable straws, and natural fire starters. By repurposing an environmentally damaging plant into valuable goods, the project promotes ecosystem restoration, supports a circular economy, and reduces reliance on non-renewable materials.

As Business Development Lead, you'll drive Reedify's growth by identifying commercial applications, securing pilot partnerships, and positioning the venture for long-term sustainability. You'll work alongside technical leads, farmers, and eco-conscious businesses to bring this innovation to market.

### **Key Responsibilities:**

- Develop and execute partnership strategies with local businesses and initiatives
- Support grant applications and investor pitches with compelling business cases
- Conduct market research to identify high-impact use cases and entry points
- Collaborate with the Product and Research teams to align development with customer needs
- Represent Reedify at sustainability events, pitch competitions, and stakeholder meetings

### **Ideal Candidate:**

- Strong communicator with a passion for sustainability and ethical entrepreneurship
- Strategic thinker who can translate research into market opportunities
- Comfortable initiating external partnerships and navigating stakeholder conversations
- Experience in business development, sales, or nonprofit strategy is an asset

### **What You'll Gain:**

- Real-world experience in scaling a social enterprise
- Opportunities to pitch at national competitions and to external funders
- Exposure to lab-based innovation

- A leadership role in one of Enactus Windsor's most environmentally focused ventures

## Social Media Lead

**Team:** Marketing

**Reports to:** Avery Baker, Vice President of Marketing

**Status:** Volunteer

**Time Commitment:** Low: 2-3 hours per week, High: 7-8 hours per week

**Term Length:** June 2025 to May 2026

**Hiring Status:** Open

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### Overview:

The Social Media Lead is the voice of Enactus Windsor online. You'll manage our social media presence and help bring our work, team, and energy to life through content that informs, engages, and inspires.

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### Key Responsibilities:

- Post regular updates to our social media accounts, including team wins, events, behind-the-scenes content, and impact stories
  - Collaborate with the graphics team to bring visuals to life
  - Help build our online brand and keep the tone authentic, professional, and friendly
  - Track engagement and help shape content strategy over time
  - Occasionally support cross-platform sharing or other communication needs
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### Ideal Candidate:

- Comfortable with social media and basic content planning
  - Has an eye for visuals and storytelling
  - Reliable, creative, and able to work independently
  - Organized and responsive, especially during key campaign periods
  - Bonus if you're comfortable using Canva or similar tools (but not required)
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### What You'll Gain:

- Ownership over a real organizational social media account

- Experience in digital branding, content planning, and marketing
- Mentorship from experienced student leaders
- A chance to grow your portfolio and resume with meaningful impact