



Sample Virtual Enterprise Job Descriptions

Chief Executive Officer \$70,000 Oversees and directs the company: Responsible for managing and leading the business planning process; Implements company goals and department policies; Coordinates department tasks; Oversees and significantly contributes to the writing of Business Plan and Annual Reports; Represents company at all business functions and oversees the legality of actions in the company.					
Chief Financial Officer \$60,000 Manages Accounting Dept; Delegates responsibilities; Formulates and directs the company's overall financial plans & policies. Creates, interprets, and reports on weekly, monthly, and annual financial reports; completes VEI submission forms for capital and business registration. Significantly contributes to writing the business plan.	Chief Operating Officer \$60,000 Responsible for the management, creation, and implementation of marketing and sales strategies for the company through a business, technical and sales perspective; significantly contributes to the marketing analysis and marketing plan sections of the business plan. Oversees and assists managers in sales, marketing and human resources.				Chief Technical Officer \$60,000 Responsible for technical operations of Information Technology department and collaboration with Marketing and Advertising. Oversees the creation and maintenance of the company's website and manages technology needs of employees.
	Vice President Sales \$50,000 Responsible for sales research, projections, strategies and training through managing department operations. Initiates and manages sales with other companies; Negotiates agreements concerning sales contracts. Manages trends and recommends sales strategies in order to maximize company profit.	Vice President Marketing \$50,000 Develops marketing objectives; Researches and determines the product and service line. Conducts weekly department meetings to distribute tasks and adjust the company's product line to maintain competitive edge; Recognizes and reacts to industry trends to maximize profits; Creates, maintains and submits to IT dept the product line and creates text for catalog and sales tools.	Administrative Vice President \$50,000 Creates company reports; Oversees administrative procedures; Oversees company task completion and assists CEO, HR as necessary; Schedules meetings and prepares agendas; Edits company reports; Manages the company's email; Maintains the company's Work Samples binder & photo album; maintains company's communication with mentors.	Vice President Human Resources \$50,000 Manages HR Dept: Creates, manages, and controls all personnel files; Manages and participates in all aspects concerning personnel hiring, records, reprimands, and termination. Establishes and monitors individual employee improvement plans; Determines payroll and withholdings; Manages the employee health insurance program; Creates and updates the Employee Handbook; Monitors employee compliance of policy; Oversees and assists in maintaining the monthly newsletter.	Design Manager \$50,000 Assists in the design of the Business Plans and Annual Report; Develops company logo and banner; Oversees visuals of marketing, sales, and inter-company communications, including website design, catalog/brochures, trade show booth, annual report, business cards, newsletter, name badges, video commercials.
	Accounting Manager \$55,000 Oversees and directs accounting department, assists CFO with reports, research, accounting, and business plan writing. Coordinates with sales department for goals, projections and accurate sales records.	Sales Manager \$40,000 Assists Sales VP with all duties as needed, sets sales goals and works with continual sales research. Assists marketing and accounting departments in all sales-related job tasks. Manages sales staff and goal attainment.	Advertising Manager \$40,000 Develops the company's advertising & promotion strategy; Oversees the creation and preparation of the company sales catalogue, bi-weekly & special advertisements, trade show ads and sales materials; Oversees the creation of posters for the office and trade show booths.	Community Relations Assistant \$40,000 Administrative Secretary \$30,000	Human Resource Manager \$40,000 Assists the HR VP and helps guide department work-flow, management and employee handbook creation/revisions.
Bank Manager \$40,000 Manages company bank accounts. Trains all employees on use of VEI banking and oversees proper use of personal accounts. Helps oversee accounting. Completes weekly report, summarizes company and employee VEI bank discrepancies.	Sales Executive \$35,000 Sales Assistant \$30,000	Marketing Associate \$35,000 Assists VP of Marketing in market research and other activities.	HR Specialist \$35,000 Communications Editor \$35,000	IT Associate \$35,000 Assists staff with computer related issues; Troubleshoots technical issues.	Graphic Design Specialist \$35,000 Video Production Specialist \$35,000
Accounts Payable \$35,000 Accounts Receivable \$35,000		Trade Show Designer \$35,000			

This is only meant as a guide, and should be modified according to type of industry, class/firm size, and business model. Changes can include: addition of Chief Marketing Officer, splitting the Web department into Creative and Technology, combining Sales and Marketing or Marketing and Creative under one VP or chief officer. Please use the portal as a resource and visit <https://blog.hubspot.com/marketing/team-structure-diagrams> for examples and analyses of other types of organizational structures.