

# Portfolio Hiring Package

**2021-2022 Director Applications**



# About WFN

Western Founders Network is a group dedicated to pursuing the means to shape the future. We are a community of creatives and makers. Wielding the forces of technology, business, and entrepreneurship, our members challenge the status quo and craft the future.

Our club enables those with a drive, alongside a community of like-minded peers, to create and have an impact. We do this by building community, and arming our members with new tools and frameworks of thought. As definite optimists, we wholeheartedly believe that the best way to predict the future is by creating it ourselves!



# Team Structure

Western Founders Network's executive team is comprised of our Presidents, Vice Presidents, and Directors (what you're applying for) across 9 portfolios ↓



**Community**  
3-4 Directors



**Design**  
4 Directors



**Education**  
4-6 Directors



**Finance**  
3-4 Directors



**Future View**  
3-4 Directors



**Industry**  
3-4 Directors



**Marketing**  
3-4 Directors



**Operations**  
3 Directors



**Projects**  
7-8 Directors



# Community

## About the Portfolio

Since comradery is the backbone behind successful collaborations, the Community portfolio exists to keep initiatives feeling homely and helpful. Whether we're holding team-bonding events like Community Work Nights, writing-focused projects like our blog/newsletter, or mentorship systems like Innovator's Network, team enjoyment is our top priority. In short, we work hard, play hard, try-hard, but don't make it look hard.

## Director Activities

- Helping to facilitate virtual bi-weekly mini-gatherings (Community Work Nights)
- Directing the Innovator's Network mentorship program
- Managing the WFN blog and occasionally submitting content when lacking outsourced materials
- Leading other community-oriented initiatives, such as team socials and Donut Chats.

## Ideal Characteristics

- People-oriented and passionate about cultivating a warm, inclusive community
- Creative thinker — must think of creative ways to engage team and club members remotely
- Willing to develop writing abilities and manage content creation



# Design

## About the Portfolio

Design is the channel through which WFN communicates. Through graphic design, illustration, motion, and interaction design, we craft the experiences that make WFN unique. This year, along with building the brand of our club, we are dedicated to building a design community at Western. This includes running design-focused educationals and offering design co-working sessions. We spend our time telling stories — here's hoping you'll be a part of ours.

## Director Activities

- Produce graphics, videos, and other promotional materials for the WFN brand(s)
- Learn about visual design, motion graphics, and UI/UX design
- Assist in planning and facilitation of design educationals (workshops) and our community co-working sessions, Design & Donuts

## Ideal Characteristics

- Willingness to learn and improve continuously as a designer
- Curiosity and passion for graphic design, UX/UI design, motion design, and/or branding
- Thorough; attention to detail; can be flexible in meeting tight deadlines
- Experience in Figma and the Adobe CC Suite are an asset but **not** required



# Education

## About the Portfolio

Education is the foundation of modern society. It is through our simultaneous roles as teachers and students by which we understand and expand our knowledge of the universe. The Education portfolio's goal is to encourage learning for the sake of learning. We want to equip our community with the necessary tools to shape the future and instill within them the curiosity to learn more. We do this by hosting events and educationals that serve as a springboard to propel students into the world of Technology, Business, and Entrepreneurship.

## Director Activities

- Developing workshop content on topics like software development, data science and design
- Playing the role of teacher and student by learning about new topics and explaining them to your peers

## Ideal Characteristics

- Have a love for learning and are naturally curious
- Enjoy working with others in a collaborative, fast-paced environment
- Are willing to practice developing your public speaking skills



# Finance

## About the Portfolio

Finance at Western Founders Network makes sure that each and every venture set out by WFN's portfolios reaches its maximum potential and provides the utmost level of value to its community. We ensure that the club's internal finance processes run smoothly and that events gain the required funding which will enable WFN to continue to shape the leaders of tomorrow. In addition, we have set out new initiatives to further spread insight into the finance world. Through our proposed workshops and educationals, we hope to simplify complex subjects and break down processes in the finance industry!

## Director Activities

- Analyze and organize club-wide budget plans
- Support other portfolios in dealing with financial processes and sponsorship outreach
- Work as a team to brainstorm possible educational events surrounding finance
- Work directly with the USC to make sure that WFN follows financial guidelines

## Ideal Characteristics

- The willingness to learn and be open to new ideas in a collaborative team environment
- Places an emphasis on detail, especially when dealing with the club's financials
- Not afraid to bring up their own ideas to the table and lead the discussion with their personal insight and thoughts



# Future View

## About the Portfolio

The newly revamped Future View portfolio places an emphasis on helping you gain exposure to emerging technologies and their applications! Historically putting on one of the largest student-run conferences in Canada, we've had partners, speakers and workshops hosted by teams from Google, Amazon, UberEats, and Interac. This year we're hosting Tech Talks: panels dedicated to providing first-year students exposure to the startup landscape. Moreover, the Future View Conference is one of Founders' flagship events — this year, it's centered around a business pitch competition with direct mentorship and workshops from corporate partners. Join us as we shape the future!

## Director Activities

- Act as one of the main coordinators for Future View 2021 - an emerging technologies conference
- Liaise with corporate sponsors and act as a representative for WFN with third-party speakers and organizations
- Help organize Tech Talks and find creative ways to engage members virtually within the scope of the event

## Ideal Characteristics

- Works great in both teams and independently; outgoing and can communicate well
- Strong attention to detail; must have excellent time-management
- Experience in the startup world and event planning are assets but **not** required





# Industry

## About the Portfolio

To bridge the gap between the business and technology world, Industry allows multifaceted individuals to discover how these two streams can be blended into some of the most interesting and fulfilling career paths on the market. Industry prides itself in equipping individuals with the skills, knowledge, and experience to pursue fields of interests while providing opportunities to build meaningful relationships with their peers, mentors, and alumni. All of this personal and professional development is driven by our Career Coffee Chats and WFN's flagship event, the Technology Consulting Case Competition, where we challenge our students to apply their knowledge. Through our partnerships with industry leaders such as Microsoft, CIBC, IBM, and Canadian Tire, we strive to help students build valuable connections to venture into the professional world.

## Director Activities

- Plan WFN's flagship event: Technology Case Consulting Competition
- Organize Career Coffee Chats, a rotational speed networking event covering niche and specialized sectors
- Work closely with upper-year students, alumni, and recruiters to educate students about the business and tech industry

## Ideal Characteristics

- Collaborative; open-minded
- Strong relationship-building skills; can proudly represent WFN in front of sponsors, speakers, judges, etc.
- Ability to multitask and work in a fast-paced environment
- Experience in event planning or sponsorship acquisition is an asset - but **not** required!





# Marketing




## About the Portfolio

WFN Marketing is the bridge between our club and our community. The portfolio and its work are responsible for maintaining and catalyzing the growth and expansion of our brand. Marketing communicates and works with every portfolio, in close collaboration with Design, to bring the Founders vision to life in the form of promotions and audience interactions.

## Director Activities

-  Communicating and collaborating with every portfolio in order to understand their marketing needs
-  Working with fellow directors to strategize marketing campaigns, brainstorm methods of raising brand awareness, manage social media accounts, & make analytics-based decisions
-  Work closely with Design and Community portfolios to produce ideal posting schedules and community outreach strategies

## Ideal Characteristics

-  Attitude: willingness to learn; welcomes constructive criticism; easily adapts in a variety of situations
-  Time management: flexibility and organization in order to produce and stick to schedules
-  Experience with or previous knowledge of Marketing strategy is amazing, but not required!



# Projects

## About the Portfolio

At Projects, we build the future with software. Whether you've coded before or not—we are excited to support you while our portfolio develops an application people will want to use in their everyday lives. We'll go through the various stages of software development and connect you with experts working at companies ranging from Google to Apple. As Founders' technical portfolio, you'll learn to work with professional tools and multiple coding languages including Git, VScode, and your choice of Ruby on Rails, React, Flutter, and more. In the end, our goal is to have a team of industry-level full-stack developers. We're excited! Are you ready?

## Director Activities

- Build a software product with a team that people will want to use
- Learn React/Javascript, Flutter/Dart, Node.js + more
- Talk to industry experts in software from companies ranging from Apple to Google

## Ideal Characteristics

- Prior coding experience welcome but **not** required!
- Enthusiasm and dedication to self learning
- Prolific problem solving abilities



# Operations

## About the Portfolio

As Operations, we keep WFN running cohesively. As a team, we manage the core functions by handling communication with the USC, coordinating amongst portfolios, leading the event proposal process, and troubleshooting inefficiencies. Besides being in charge of internal operations, we are also dedicated to showcasing newer initiatives; this year, Operations hosted our 2nd annual Product Design Sprint (in collaboration with Design), and will be taking initiative to take our annual Startup Panel to the next level. We are a team committed to ensuring WFN is strong from the inside-out and ready to expand our community and reach!

## Director Activities

- Communicate with portfolios, USC, and any other parties to ensure smooth delivery of event deadlines and resources
- Assist in ideation, planning, and execution of events
- Organize and test new initiatives throughout the year

## Ideal Characteristics

- Excellent time management and organizational skills
- Enjoy working in fast-paced environments; self-motivated in contributing to the success of WFN
- Strong communication skills; takes initiative



## Chat with us!

Book a Cookie Chat with the VPs below to learn about which portfolio is the best fit for you ↓

 [foundersnetwork.ca/team](https://foundersnetwork.ca/team)

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**APPLICATIONS  
OPEN SOON!**