Some more about the different roles in a company

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|  | As Managing Director, you are ultimately responsible for your staff and shareholders, so you need to exercise all of your Leadership skills as well as diplomacy, fairness and strength. You must draw your different departments together, and along with them, you should identify the mission, direction and goals of your company. As Managing Director you should encourage teamwork whilst drawing the best ideas and input from your company members |
| Every organisation needs someone to lead it; to show the way forward, to encourage its members and to motivate them into greater effort. This is your task as Managing Director and by definition it is the most important and difficult task in any company.**YOUR RESPONSIBILITIES INCLUDE:*** Setting Company objectives and ensuring a sound business plan is made;
* Making sure this plan is achieved;
* Developing good teamwork;
* Motivating the team;
* Making sure tasks are delegated so that everyone has a job;
* Communicating to everyone so that they know what they are doing;
* Doing everything in your power to ensure the Company retains delighted customers. This will include playing an active part in reviewing Company progress and the part each Company member plays in achieving customer delight;
* Representing your Company where required;
* Setting permissions on the Company Programme website

In a Young Enterprise Company you will normally assume another role: that of chairing the Board of Directors. This is fairly normal in small companies but you should be aware that it is not regarded as good practice in large or medium sized companies.Seek advice - particularly from Advisers but also from any other appropriate source. |
|  | As Company Secretary you are responsible for the co-ordination, communication and organisation of issues relating to the company. Specific elements of your role include completing registration documents and keeping the share register. You will also need to look after the filing for your company and keep records and documentation.  |
| You will also be responsible for administering Company Meetings through organising agendas and minutes and it is your duty to enforce the Memorandum and Articles of Association. You will be expected to advise the company of its legal responsibilities in particular what products or services the company is prohibited/banned from trading in.Being a Company Secretary means that:You are responsible for making sure that the Board and the Company operate within the rules and regulations applicable to a Young Enterprise Company. Your responsibility as Company Secretary is to the Company as a whole, not just to the Board or individual members.In addition:1. You will be expected to advise the Company on legal matters.
2. You must discuss all legal issues with your Advisers/Teacher
3. You must ensure that company members are kept fully informed at all times.
4. You are the main liaison between the board members, shareholders, and suppliers.
5. You are responsible for maintaining an accurate record of all meetings and decisions taken, along with the names of individuals who have accepted responsibility for each action.
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|  | As Finance Director you are responsible for financial & resource management. It's your job to keep track of the money: you need to plan, know and record where it's coming from, who's got it and where it's going. You should record all financial transactions and communicate financial progress to members of your team. The new online accounts system will help you to keep track and give accurate reports. |
| Your role also includes doing the banking. And you will need to work with the Company Secretary on your Company's Shares & responsibilities to shareholders. You are also responsible for sorting out the YE VAT and Corporation Tax.Money to your company is like blood to your body. It is essential for your company's survival. So the money must be there and it's your job to know how much there is, and where it is.Then, when you know all this, you can tell the Board, so that they can do their job of:* making informed decisions;
* ensuring that the Company's activities are profitable;
* ensuring that sufficient funds are available to pay the bills.

You are the custodian of the company's money. The company relies upon you for the accurate recording of all transactions.It is your job to know and understand the financial implications of all the company's activities.Your financial information will govern all of the key decisions of the company.At any time you should be able to report accurately on the company's financial position.You should ensure that people owing money to the company (debtors) pay their bills, and ensure that people owed money by the company (creditors) are paid by the due date. |
|  | As Marketing Director you will need to use your innovation & creative skills to take a key role in identifying markets & opportunities as well as defining product or service characteristics & pricing strategy. You will need to plan your marketing, and work with the Sales Director to get your product to market.  |
| Your responsibilities include PR and advertising for your company, as well as carrying out market research & customer observation to help you in maintaining Customer Satisfaction.Good marketing is the key to the success of your Company!Marketing is responsible for making sure that customers buy products or services from your Company. Customers will only buy your product if it will help them:* do something that they can't do now;
* do something better than they can do it now;
* do something more quickly than they can do it now;
* do something more easily than they can do it now;
* do something more cost effectively than they can do it now;
* get a better return on investment than they do now;
* help them feel or look different or better than they do now.

These are "customer needs".Marketing is also responsible for making sure that your Company will make a profit from selling products and services to your customers. You will only make a profit if your customers buy your product at a price that will give you a profit after all your costs have been taken into consideration. |
|  | As Operations Director you are responsible for Product Development, along with your team. You must ensure that a method of manufacture is devised and organise the production of your company's products. As part of this, you should work with the Human Resources to plan production training where appropriate. You are responsible for purchasing raw materials, keeping stock records and managing the stock of raw materials, as well as the stock, supply and demand of finished product items. |
| You should also think about ways of reducing costs and making your product cost effective. In addition, the Health & Safety of your staff and customers should be one of your key concerns.Production is the conversion of raw materials into goods which meet a customer's needs. For example, this could be a block of wood made into a pencil holder. The Operations Department has considerable influence on the profitability and success of the company. The more efficient and effective the production process, the more competitive and profitable the company will be. Production is efficient and effective when it is providing goods of the right quality, at the right price, at the right time.**The importance of your role in the company**In a Young Enterprise Company research and development is carried out by the Marketing and Operations departments.You will advise on product design and development, make a prototype, cost the product, and plan a safe method of production which can reproduce that prototype effectively and efficiently.You will purchase materials of an appropriate quality and at the best price. You will ensure that any training requirements are met.The Marketing Director will find out who the potential customers are, and will watch the production process very closely, to ensure that the product is exactly what the customer wants.You will also need to liaise with the Sales Director to ensure that adequate, but not excessive, stock is available when needed.You must keep the Financial Director informed of production costs.Your responsibilities include doing everything you can to ensure the Company retains delighted customers.Pay special attention to how well your Company is achieving customer satisfaction when you review your progress. |
|  | As Human Resources Director you are responsible for looking after the members of your company. You should consider how you will motivate staff, what sort of reward and recognition your company can offer, and what sort of training should be given. You should interview and counsel staff whilst tracking and recording individual progress, skills development and performance. |
| Your role also covers recording student attendance and working hours. Ultimately you should make recommendations from your findings, and where necessary, manage disciplinary proceedings.HR work is about providing expertise and support for line managers in developing and managing their own staff and in handling organisational change.Providing expertise and support in:* training and development;
* motivation;
* delegation;
* disciplinary procedures;
* managing teams;
* health and safety issues;
* pay and rewards.

Handling organisational change by:* ensuring directors understand their roles;
* dealing with conflict;
* communicating changes in strategy;
* managing re-elections.

**The importance of your role in the company**As HR Director you will play a central role in looking after the Company members.People are the most important resource in ensuring the successful running of a company. It's your task to help the business gain the maximum benefit from its people. Therefore your role should not be underestimated!You will create stability within the structure by resolving conflict, and maintaining motivation in order to ensure the smooth running of the Company. Without you, chaos! |
|  | As Sales Director, you will use your interactive and personal skills to develop an understanding of your customers & your competition, monitoring both, and making recommendations on the basis of your results. You will identify the unique selling point and value of your products, and work with the Finance Director on pricing as well as on credit & cash collection. You will need to work with the Operations Director to control stock.  |
| You will also work with the Marketing Director on the promotion of your products, and ultimately you will train, monitor & motivate your sales force or Trade Stand team. It's the responsibility of the Sales department to identify prospective customers and to encourage them to buy. Sales interacts directly with customers and provides a great deal of customer support.Success in Sales will only come if you and your sales people are:* friendly and enthusiastic;
* good at listening to customers;
* knowledgeable about your product or service;
* willing to understand how your product or service will help customers;
* able to show customers how your product or service will help them;
* able to gain a commitment from potential customers.

A pleasing personality and a positive attitude are good attributes to have.**The importance of your role in the company**You will be responsible for preparing the Company's sales plans and forecasts, and for achieving sales targets. You will train and direct the sales team, and you will work closely with the Marketing Director and other company directors in formulating Company policy and strategies.**How does sales do this?*** Research: You will need to know who your potential customers are, where they are, the reasons why they would want to buy your product or service, and what would influence them to buy.
* Product knowledge: To be effective you must know all about your product or service. You will have to understand the features and benefits that your product or service can offer to customers and how customers will use your product or service.
* Features: Are the attributes that your product or service has. (A cup has many features one of which is the handle.)
* Benefits: Customers only buy features when they give benefits. It's important to know what benefits you have to offer. (The benefits of the handle of a cup are: makes the cup easy to hold; stops you burning your fingers on the side of a hot cup.)
* Product or Service uses: Understanding how customers will use your product or service will help you to know the reasons they have for buying from you. This also makes sure that you are able to give good advice and after-sales service.
* Planning: Preparing a sales campaign showing which type of customers you are going to see, when and how you intend to see them, what you expect to sell to them and the value of those sales. You will also need to estimate how many sales you will make and how much those sales are worth. The forecast that you have made can only be achieved by seeing as many potential customers as you can and using selling skills to help them buy from you.
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|  | As IT Director you need to begin by working out the IT needs of your company. Along with the Finance Director you will need to establish the available budget for IT. You will need to work with the appropriate directors to identify & implement ways of exploiting the available technology to assist with the Marketing and Sales of products as well as with Communication & internal Company needs. You should review IT progress, maintain systems and report to your company on a regular basis. |
| Information is essential to everyone in an organisation including customers and suppliers to enable them to do their jobs.It is the role of the IT Director to ensure that systems utilising the most appropriate technology are in place to satisfy all of the information needs of the company the customers and the suppliers.**The importance of your role in the company**It is your job to contribute to the planning and running of the Company with particular emphasis on information systems at the following levels:* *Strategic Level* - Work with and advise the management team on the most appropriate ways to exploit existing technology available to you, and to source and use new technology that you need.
* *Operational Level* - Provide high quality, reliable IT services to the organisation through training, development, implementation, application and by monitoring usage and effectiveness of systems. Support and deliver IT related projects, where appropriate, within agreed costs and timescales.

The IT Director's role should emphasise the importance of information technology in businesses today, and more specifically the market opportunities available via the internet.The IT Director's role includes responsibility for creating your Company Web Site to assist with the marketing of your products/services. |