



2021/2022 NEXT Canada Alumni Ambassador Job Description

NEXT Canada is looking for high impact, influential individuals to become NEXT Alumni Ambassadors.

If you enjoy communicating with prospective entrepreneurs both online and offline to spread the word about NEXT programs, this role is for you. To be a successful Alumni Ambassador, you will represent NEXT at various virtual (and potentially some in-person) info sessions, booths, and events, as well as leverage your personal/professional networks to feed high quality applicants into our pipeline. You will also be introduced to prospects, with whom you will share more about your NEXT experience to learn more about your experience going through the NEXT program. Throughout the NEXT program recruitment season, you will be working closely with the Manager of Alumni Engagement and the Recruitment & Venture Manager.

Ultimately, you should be able to increase NEXT Canada's brand awareness and generate new pipeline opportunities, helping to grow both the quality and quantity of applicants to NEXT programs. NEXT Ambassadors generate on average 30% of all leads into the pipeline. Ambassadors will get the inside scoop on how the recruitment pipeline works and will be the first touch points for future entrepreneurs.

Commitment: Ranges from 2 to 10 hours per week, depending on your commitment and free time.

- Next 36: August 10 - October 14, 2021
- Next AI: Oct 19, 2021 - December 13, 2021
- Next Founders: February 8, 2022 - March 17, 2022

Responsibilities:

- Attend a *mandatory* virtual Alumni Ambassador onboarding session for the program you're looking to recruit in. If you are only interested in recruiting for one program, then that is the only onboarding session you must attend.
 - Next 36 - Thursday, August 12th from 3-4pm
 - Next AI - Thursday, October 21 from 3-4
 - Next Founders - Thursday, February 3 from 3-4 pm
- Refer high impact entrepreneurs into NEXT programs and share your NEXT journey/experience with prospects;
- Attend recruitment events (virtual or not) such as, but not limited to: NEXT info sessions, booths, partner workshops, and panels;

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- Contribute to NEXT Canada’s storytelling through social media takeovers and written blog posts;
- Attend speaking engagement opportunities;
- Share 15-20 minute calendar availabilities with potential candidates (calendly link) to convert leads into applicants by better explaining the program;
- Share ideas about how to increase effectiveness of NEXT Alumni Ambassador program and suggest advertising and positioning ideas;
- Provide feedback to NEXT Canada’s Recruitment & Venture Manager regarding entrepreneurs' requests;
- Help NEXT increase breadth and diversity of entrepreneurial groups engaged during recruitment season and increase the diversity of the applicant pool;
- Share YOUR entrepreneurial journey.

Qualifications:

- A NEXT Canada alumni (from any year or program)
- Proven NEXT champion, leader, and actively engaged throughout the program
- Self-starter that can easily improve on basic guidelines
- Well networked within the startup and academic communities
- Passionate about uplifting other entrepreneurs
- Strong social media presence on multiple platforms preferred
- Excellent communication skills
- An outgoing, warm, friendly personality, and a desire to meet new people
- Ability to work on a variable schedule

Compensation: Alumni Ambassadors will be compensated on a reward-based structure. Compensation will be determined based on the number of qualified prospects referred into the program and participation in NEXT speaking engagements.

Compensation Type	Compensation
Applicant interviewed	\$100 per referral that accepts to be interviewed for one of the programs.
Applicant accepted	An additional \$150 per applicant that accepts the offer into one of the programs.
Event (info session, panel discussion)	\$150 per event (1-hr or more)

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To Apply

If you are interested, please submit your LinkedIn CV and a one-page proposal outlining your virtual recruitment strategy via this [form](#). Your proposal should detail your strategy for increasing diversity & inclusion, as well as the quality of applicants to the program you will be recruiting for. **Deadline to apply is 12pm EST Aug 9, 2021.**

NEXT Canada values diversity in our workplace, as well as our community. We are an equal opportunity employer and do not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, record of offences, marital status, family status, disability or any other characteristic.

We welcome and encourage applications from everyone.