

Comm. UNITY

Executive Board and Project Leader Job Descriptions

EXECUTIVE DIRECTORS

First, the executive director doesn't do everything; more, they oversee the other positions and are ultimately responsible for everything within and about the organization. We're like the last editor to read the paper before it goes to print. It's important to work with each e-board member and project leader to help them take control of their position. If not, you will be micromanaging more than 15 other people, and that would not be utilizing your strengths. For example, if a project leader is having trouble with their non-profit, they should go to community relations first, and while you should be aware of the problem, CR should try to deal with project leaders first.

JOB TASKS (Many of these are in conjunction w/other e-board members):

- Plan and run Executive Board and general membership meetings (w/event planning)
- Meet with faculty advisor and OSL advisor to update him or her on the organization
- Act as a resource for the Executive Board and members, hold office hours approx. 4 hours/week or be available by appointment, brainstorm goals and tasks w/each member of e-board on semesterly basis
- Work with Director of Community Relations to organize the application process for non-profits and narrow down possible non-profits to work with, work on this process over the summer
- Oversee elections process
- Oversee semesterly marketing initiatives
- Oversees the progress of the organization and represents the organization.
- Deals with administrative issues from the University
- Plans all social events for general membership (may delegate this responsibility)
- Problem-solving skills critical for uncertain worlds of nonprofits and student engagement (i.e. what if students drop out of project? or nonprofit shuts down?)
- Keep up alliances across campus: Soling Program, Honors, CSPA, etc.

DIRECTOR(S) OF MARKETING AND RECRUITMENT

JOB TASKS

- Plan and execute recruitment campaign for members at the beginning of each semester, must reach out to all colleges at Syracuse University.
- Responsible for all press releases and advertisements as pertaining to comm.UNITY affairs. This task may be delegated to members of comm.UNITY but must be approved by the Director of Marketing and Recruitment.
- Work with Executive Directors to publicize comm.UNITY to other campus organizations and administrators and work with Director of Administration to make connections for collaboration with other groups and resources on campus.

Promotions Strategies Used by M&R:

For General Interest Meetings:

- Create and Distribute Flyers
- Table Tents in Dining Halls
- Email SU News and Dean Grassi (and others, CDC, other colleges: iSchool)
- Table at Student Involvement Fair
- Table at Juice Jam
- Facebook Invites (Coordinating with Event Planning)
- Prepare sign-up sheets for all promotion events
- E-mail professors to ask to visit classes and pitch the organization

For Forum Promotions:

- Create and Distribute Flyer
- PDF Invite for E-mail

For Speakers:

- Create and Distribute Flyers
- Facebook Invites (Coordinating with Event Planning)

Marketing:

- Create and Order T-shirts
- Design Brochure for Marketing to Nonprofit organizations, update fact sheet
- Create Brand Identity for comm.UNITY, logo and letterhead, and banner
- Lead marketing team to help with poster distribution and advertising ideas

Future projects yet to be explored:

- Press Releases/Pitches to local publications
- Business Cards
- Whatever future marketing directors come up

DIRECTOR OF ADMINISTRATION:

The director of administration keeps the pulse of the organization going – without admin, no one knows anything that is going on! This individual must feel comfortable working independently with little direction, i.e. they know to e-mail a reminder about meetings without being asked. They keep the organization efficient and moving like clockwork.

- Take minutes at all Executive Board and general membership meetings
- Responsible for communication to the members through e-mails and letters
- Responsible for the creation of a newsletter, created twice a semester, to send to membership, administration and local non-profits. Members from the organization can be recruited to help with this task.
- Responsible for reserving meeting locations, maintaining contact information lists and the listservs
- Maintain list of members' skills along with all of their other information.

DIRECTOR OF EVENT PLANNING

Arrange for speakers from the non-profits to come to general meetings and talk about their group (these can be arranged via e-mail information from the PLs) and also a workshop for the members to learn a new skill. Additionally, help the preparation for the holiday party as well as filling in the holes over the summer. Occasionally (as in the summer), the position requires you to be a sort of catch-all to help out other people. For advice, plan ahead! If you give people enough time they'll more than likely help you out. Also, ask the general membership (via online survey) what skills they would like to learn. This will help spark interest and encourage people to attend the workshop. On that note, ask people to RSVP to these events. It is bad for comm,UNITY's image to only have a few members show up to something that was planned.

JOB TASKS:

- Plans and promotes activities at general membership meetings, from workshops to speakers.
- In charge of all Facebook promotion for the organization.

DIRECTOR OF FINANCE

As Director of Finance you need to have a good understanding of how to use Microsoft Excel. You need to be organized with all of the receipts that other members will be giving you and input them into Excel to keep our files updated. It is also good to have a separate Excel sheet where you keep track of specific events and list how much was spent on that specific event so that we know for future years how much money may need to be allocated. Also, you need to aid other members in the reimbursement process if they use any of their own money.

Your major contact on campus is Benjamin Zender who works with the Soling Program.

JOB TASKS

- Responsible for maintaining records of all finances of comm.UNITY
- Must be comfortable using Excel and spreadsheets to record financial data
- Help project leaders create budgets to propose to their non-profit if necessary
- Prepare for and attend all budget hearing meetings
- Research and apply for grants and other sources of funding for comm.UNITY
- Oversees fundraising initiatives for comm.UNITY

DIRECTOR OF COMMUNITY RELATIONS

JOB TASKS

- Act as the liaison between community service agencies on campus and the Executive Board to find non-profits and community service projects
- Heavily involved in planning and executing annual non-profit forum/focus group to assess community needs
- Assist in the non-profit selection process and contact non-profits to explain basic process
- Organize initial information about non-profit for project leader
- Acts as a resource for Project Leaders if any issues or problems arise with working with the non-profit
- Has a "pulse" on the non-profit world in Syracuse

DIRECTOR OF TECHNOLOGY

JOB TASKS

- Responsible for updating website (news, minutes, newsletters, contact info, portfolio, calendar, newsletters, etc.)
- Serve as the technology resource for project leaders and general members and determine needs of the organization.

PROJECT LEADER

JOB TASKS

- Acts as the liaison between the non-profit, project team members, and the Executive Board
- Responsible for updates at every meeting
- Must be CC:ed on everything pertaining to a specific project
- Organize and run project team meetings
- Responsible for all work the team creates
- Help divide up the work and responsibilities amongst team members (brainstorm as a group)
- Sets deadlines and guidelines for team
- Delegates responsibilities to team members.
- Investigate service opportunities for general membership and set-up community service days with Executive Directors