

WICT Southeast – Open Board Positions for 2021

Please contact Shelley Hoffmann, WICT Southeast Vice President, if you have any questions about a position or WICT board service in general: shoffmann@healthgrades.com or 917-570-0313

All Director Roles:

- Must be an active member of WICT Southeast at the Regular or Executive level
- Must have manager approval
- Must be able to attend monthly board meetings, currently scheduled for the third Thursday of the month from 12pm-2pm ET, in person or via phone
- Encouraged to attend chapter events whenever possible, as well as an in-person transition meeting to be held in Chattanooga (on a Saturday or Sunday date to be determined). *This may be held virtually this year.

Secretary

Term: One year

Requirements: Organized, dependable, strong communicator

Duties:

- Prepare and distribute agenda for monthly board meetings
- Record minutes for all board meetings and distribute to the board within one week of each meeting
- Manage chapter calendar of events and deadlines
- Serve as liaison between the chapter and WICT HQ

Treasurer

Term: One year as Treasurer; should expect a two-year commitment, continuing as Senior Treasurer the second year

Requirements: Financial, accounting, or bookkeeping experience preferred

Duties:

- Perform financial duties as directed by the Senior Treasurer
- Will be the signatory on the chapter bank account
- Maintain the financial books and records of the chapter
- Receive all funds and make all disbursements as authorized
- Manage relationship with third-party registration/payment processing vendor
- Work closely with Partnership team to ensure proper invoicing and payment procedures are followed
- Assist Sr. Treasurer as necessary in preparation of monthly committee budgets and executive financial summary

Director of Membership – Georgia & Alabama

Term: One year

Requirements: Must be a resident of Georgia, must be organized, dependable, and a strong communicator

Duties:

- Assist Senior Director of Membership in the management of the chapter membership plan and execution of strategy, including expansion within the Southeast region
- Track member attendance throughout the year
- Plan and produce Taste of WICT – Atlanta and Birmingham, the chapter's annual kickoff and membership recruitment event, held in first quarter, as well as a mixer/networking event later in the year
- Manage onsite registration, print and distribute nametags at all chapter events in GA and will need to recruit volunteers to handle registrations and nametag distribution in AL
- Provide input for Chapter Membership Summaries, due in April, July, and September

Director of Membership – Tennessee

Term: One year

Requirements: Must be a resident of Tennessee, must be organized, dependable, and a strong communicator

Duties:

- Assist Senior Director of Membership in the management of the chapter membership plan and execution of strategy, including expansion within the Southeast region
- Track member attendance throughout the year
- Plan and produce Taste of WICT Knoxville and Nashville, the chapter's annual kickoff and membership recruitment events, held in first quarter, as well as a mixer/networking event later in the year
- Manage on-site registration, print and distribute nametags at all chapter events in TN
- Provide input for Chapter Membership Summaries, due in April, July, and September

Director of Partnership

Term: One year

Requirements: Prior experience with sales, fundraising, or sponsorships preferred

Duties:

- Assist Senior Director of Partnership in the development of new and innovative sponsorship opportunities to ensure the financial success of the chapter
- Cultivate and pursue sponsorship leads
- Ensure timely collection of pledge sponsorship monies
- Work closely with the Treasurers to ensure proper invoicing and payment procedures are met
- Ensure the fulfillment of sponsorship benefits

Director of Programming – Georgia (2 positions available)

Term: One year

Requirements: Must be a resident of Georgia, prior experience with event planning preferred, must be organized, dependable, and capable of managing multiple projects simultaneously. Experience in PowerPoint a plus

Duties:

- Under the guidance of the Senior Director of Programming, produce educational and leadership development events in GA including panels, workshops, webinars, and lunch and learns, some of which fulfill sponsorship agreements
- Each Director should plan to execute at least four events in a timely and fiscally responsible manner (lead regular organization calls, collaborate with company contact for sponsored events, secure panelists/speakers from multiple companies/industries, determine talking points for events, create PowerPoint slides as required and vet and secure locations and catering, etc.)
- Work closely with Marketing and Communications team, allowing enough lead time to maximize promotion of chapter programs, as well as Membership team on tracking attendance
- Be responsive via email and phone in a timely manner when required
- Prepare event summary recap after each event and assist Senior Director of Programming with post-event and mid-year surveys

Director of Programming – Tennessee (2 positions available: 1 for Knoxville, TN and 1 for Nashville, TN)

Term: One year

Requirements: Must be a resident of Tennessee, with the Director of Programming – Knoxville, Tennessee located near Knoxville, Tennessee and the Director of Programming – Nashville, Tennessee located near Nashville, Tennessee. Prior experience with event planning preferred, must be organized, dependable, and capable of managing multiple projects simultaneously. Experience in PowerPoint a plus

Duties:

- Under the guidance of the Senior Director of Programming, produce educational and leadership development events in TN including panels, workshops, webinars, and lunch and learns, some of which fulfill sponsorship agreements
- Each Director should plan to execute at least four events in a timely and fiscally responsible manner (lead regular organization calls, collaborate with company contact for sponsored events, secure panelists/speakers from multiple companies/industries, determine talking points for events, create PowerPoint slides as required and vet and secure locations and catering, etc.)
- Work closely with Marketing and Communications team, allowing enough lead time to maximize promotion of chapter programs, as well as Membership team on tracking attendance
- Be responsive via email and phone in a timely manner when required
- Prepare event summary recap after each event and assist Senior Director of Programming with post-event and mid-year surveys

Director of Programming – Alabama

Term: One year

Requirements: Must be a resident of Alabama, prior experience with event planning preferred, must be organized, dependable, and capable of managing multiple projects simultaneously. Experience in PowerPoint a plus

Duties:

- Under the guidance of the Senior Director of Programming, produce educational and leadership development events in AL including panels, workshops, webinars, and lunch and learns, some of which fulfill sponsorship agreements
- Each Director should plan to execute at least four events in a timely and fiscally responsible manner (lead regular organization calls, collaborate with company contact for sponsored events, secure panelists/speakers from multiple companies/industries, determine talking points for events, create PowerPoint slides as required and vet and secure locations and catering, etc.)
- Work closely with Marketing and Communications team, allowing enough lead time to maximize promotion of chapter programs, as well as Membership team on tracking attendance
- Be responsive via email and phone in a timely manner when required
- Prepare event summary recap after each event and assist Senior Director of Programming with post-event and mid-year surveys

Director of Mentoring – Georgia & Alabama

Term: One year

Requirements: Must be a resident of Georgia, prior experience with a formal mentoring program (either as a mentor or mentee) preferred

Duties:

- Assist Senior Director of Mentoring with running the Mentoring Circles program for working professionals, as well as student mentoring programs with local universities
- Recruit WICT members to participate in the mentoring programs in GA & AL

Director of Mentoring – Tennessee

Term: One year

Requirements: Must be a resident of Tennessee, prior experience with a formal mentoring program (either as a mentor or mentee) preferred

Duties:

- Assist Senior Director of Mentoring with running the Mentoring Circles program for working professionals, as well as student mentoring programs with local universities
- Recruit WICT members to participate in the mentoring programs in TN

Director of Communications

Term: One year

Requirements: Prior experience in copywriting and editing preferred

Time commitment: approximately 6-8 hours per week

Duties:

- Create and distribute weekly newsletter correspondence to the chapter membership regarding programming, membership, and other initiatives specified by the board Obtain approval from WICT HQ for all marketing correspondence
- Set up event registrations as required, and allowing for third-party payment vendor
- Work closely with Director of Red Letter Awards to market that event
- Ensure that all chapter events are included on WICT HQ's website programming calendar
- Manage the marketing process with third-party vendor (Constant Contact)
- Incorporate updated membership rosters into newsletter tool (Constant Contact) as needed
- Analyze newsletter metrics to ensure optimal coverage
- Ensure that other Marketing components in WICT are cross marketed in the newsletter (Blog, WICT HQ events in the U.S., social media outlets, etc.) Work with outside firms as needed to ensure distribution of high-profile chapter releases (Red Letter Award Winners, Chapter Awards, etc.)

Director of Design

Term: One year

Requirements: Prior experience in graphic design

Time commitment: approximately 5 hours per week

Duties:

- Create a cohesive look and feel for all marketing materials, featuring the Touchstone theme selected for the year by the Board
- Obtain approval of design materials from WICT HQ
- Work with Programming, Membership, Partnership, and Mentoring teams on events, ensuring proper materials, elements and logos are used in communication and marketing efforts to reach chapter membership and alignment with appropriate paid sponsors
- Work with Senior Director and Director of Red Letter Awards to create all necessary materials to market and present the events, including but not limited to: signage, brochures, awards, email elements, and logos

Director of Digital Technology

Term: One year

Requirements: Prior experience with HTML and web design

Time commitment: approximately 6 hours per week

Duties:

- Manage the technological aspects of chapter communications and marketing
- Update and maintain the chapter's WordPress website
- Ensure that the chapter's domain name registration is current
- Manage technology passwords, updating annually
- Manage relationship with web hosting vendor and third-party registration vendor
- Ensure that all chapter events are included on WICT HQ's website programming calendar

Director of Social Media Marketing

Term: One year

Requirements: Experience with social media campaigns

Time commitment: approximately 6 hours per week

Duties:

- Manage social media (Facebook, Instagram, LinkedIn, Twitter, chapter blog) activities and schedules
- Ensure that all forms of social media have working and documented passwords
- Develop and execute social media marketing plans for Programming, Membership, Partnership and Signature events
- Responsible for development and execution of annual blog schedule that dovetails with programming, mentoring, membership, sponsorship commitments, etc.

Director of Red Letter Awards

Term: One year as Director of Red Letter Awards; should expect a two-year commitment, continuing as

Senior Director of Red Letter Awards the second year

Requirements: Prior experience with event planning and fundraising

Duties:

- Under the supervision of the Senior Director of Red Letter Awards, develop, implement and manage the annual Red Letter Awards gala
- Negotiate contracts associated with location, food and beverage, florist, talent, etc.
- Recruit and manage a committee of volunteers to execute the event
- Manage expenses related to the awards gala in a fiscally responsible manner
- Work with Marketing and Communications team to promote the events

Director of Outreach and Philanthropy

Term: One year

Requirements: Must be organized, dependable, and a strong communicator

Duties:

- Identify and recruit companies that are under-represented in the chapter including programmers, MSOs, and related vendors (e.g., consultants, tech companies, law firms, accounting firms).
- Set outreach membership targets with Directors of Membership including new companies engaged, and number of overall members.
- Conduct open-house informational meetings, lunch-and-learns, and other programs at targeted companies to generate interest in WICT membership.
- Create/sustain a group of liaisons from underrepresented companies whose duties include:
 - o Serving as WICT ambassadors to their respective companies.
 - o Communicating Chapter program information (posters, event postings on corporate message boards).
 - o Serve as the primary contact to other industry organizations (NAMIC, CTAM, Cable Positive, etc.) as appropriate.