

2022-2023 DM at LSU Position Descriptions

Organization structure pictured at the bottom of this document

Any questions about position duties, board structure, or requirements to apply to positions may be directed to the Vice President of Membership, Collin Quijano, at membershipdmatsu@gmail.com OR the President, Jessica Bakalis, at presidentdmatsu@gmail.com.

| President

The President of Dance Marathon at LSU is responsible for the operation, advancement and growth of the organization. The President serves as the primary external manager of campus constituencies, liaison to the University administration, and contact for all other student organizations. The President also engages as the primary representative of Dance Marathon at LSU with Our Lady of the Lake Children's Hospital and Children's Miracle Network. The President will also be responsible for the maintenance and execution of a 3-5-year strategic plan.

Key Duties:

- Weekly Executive Board meetings & VP check-ins
- Weekly Directors' meetings
- Weekly Reports to Cause Partnerships Manager
- Oversee all financial strategy
- Exemplify the vision & mission of DM in all that you do

| Vice President for Membership

The Vice President for Membership is responsible for the recruitment, selection, and growth of all members of the Dance Marathon at LSU Leadership Team. The Vice President of Membership is also responsible for managing absences and requirements of all members of the organization.

You may be good at this position if: you are able to communicate effectively to the leadership team and address any issues that arise, consistently update trackers and keep up with the accountability of members, and brainstorm ideas for leadership competitions. If you like PowerPoint and word, you will also have to create agendas and PowerPoints for leadership meetings.

You may not like this position if: you do not like communicating to a large team, you do not like to address issues head-on or confrontation, you cannot multitask well, or do not like using excel

Key Duties:

- Internal Newsletter and Meeting Minutes
- Attendance
- Requirement Tracking
- Enforcement of Requirements
- Miracle Points

Director of Member Development

The Director of Member Development is responsible for the ongoing training and cohesion of Dance Marathon at LSU. The Director of Member Development is responsible for the scheduling and management of retreats, training (canning, pitches, etc.) and periodic opportunities for team development and bonding. They will also be responsible for the year-round recruitment of leadership team members for Dance Marathon at LSU. This individual is responsible for developing a recruitment strategy, placing members in appropriate leadership roles, and development and implementation of training programs for all new members.

You may be good at this position if you: have any prior experience in teaching or training people, are good at planning, are goal-oriented, enjoy talking to people, possess good presentation skills, and would enjoy planning bonding events for leadership.

You may not like this position if you: do not enjoy speaking in front of people, would not excel at designing lessons or training plans, would not be interested in analyzing the needs of the organization, and lack good presentation skills.

Key Duties:

- Semesterly Retreats
- Team Cohesion Events
- Leadership interviews
- Ongoing Training Opportunities
- Miracle Point Tracking

□Director of L.E.A.D.

The Director of LEAD is responsible for the oversight and management of the first-year student program. The director will plan and host meetings for the year to inform first-year students about Dance Marathon history and the background. The LEAD Director will be responsible for setting up a rotation schedule to send all LEAD members to the different branches so they can have experience in each.

You may be good at this position if: you enjoy mentoring first-year students, you have strong presentation and communication skills, and are able to remain patient and understanding with students

You may not like this position if: you are uncomfortable taking control of a room, you are impatient or unorganized, you lack good communication skills

Key Duties:

- Rotation Schedule
- LEAD Internal Email
- Bi-weekly LEAD Meetings
- Graduation

| Vice President for Marketing

The Vice President for Marketing is the Chief Brand Office for Dance Marathon at LSU. The Vice President for Marketing is responsible for managing the development of all marketing and media campaigns and the public image and information for all elements of Dance Marathon

You may be good for this position if you:

- *Can manage a calendar and enjoy working on multiple projects at once*
- *Have experience working with Canva, Adobe Creative Suite, or other design programs*
- *Understand branding and have a passion for improving the reach and perception of DM at LSU*
- *Enjoy working with creative people and turning big ideas into reality*
- *Are detail-oriented and strive for perfection*
- *Can create detailed plans to collaborate with other branches*

You may not like this position if you:

- *Are not good with structure or maintaining a schedule*
- *Do not have an understanding of branding and social media*
- *Are not good at collaborating with others or taking constructive criticism*
- *Are not flexible and willing to put in late hours*
- *Do not enjoy revising and proofing external communications*

Key Duties:

- Yearlong Campaign Development
- Management of Brand Standards
- Media Relations

□ Director of Public Relations

The Director of Public Relations is responsible for the day-to-day management of social media channels and post scheduling for Dance Marathon at LSU. The Director of Public Relations is responsible for overseeing all platforms and maintaining an engaging presence and consistent look and feel in all marketing materials and consistent external communications/engagement. The Director is responsible for the management of sale and delivery of all merchandise including board apparel, incentives, buttons, and general sale apparel. The Director's primary goal is to produce an overall profit from merchandise sales to help diversify Dance Marathon at LSU's revenue streams. They will also be responsible for website management.

You may be good for this position if: *If you can effectively create a posting schedule for large campaign pushes and generally. If you have good organizational skills that will allow you to manage a team and also organize all upcoming posts and graphics.*

You may not like this position if *you want a low maintenance position. It is a large time commitment that typically has you doing things each day—if only for a few minutes.*

Key Duties:

- Social Media Management
- Merchandise Distribution
- Website Management

- Press Relations

□ Director of Creative

The Director of Creative is responsible for the development and execution of large-scale campaigns and designs. This includes the development of graphics, media elements, merchandise design, and message branding for specialized campaigns and fundraising focuses. Also responsible for the development of new and innovative campaigns throughout the year. The Director will be responsible for media production and photography of all events.

You may be good for this position if: Have experience with graphic design or creative work, OR are a fast-learner and have a coachable mindset. If you have an eye for cohesive aesthetics and a love of constantly making new things.

You may not like this position if you are not a team player or able to take creative direction and critique. If you are not excited about the opportunity to try new things.

Key Duties:

- Graphic Design
- Merchandise Design
- Photography
- Video Production
- Small-focus Campaign Branding

| Vice President for External Affairs

The Vice President for External Affairs is responsible for engaging and expanding the reach of Dance Marathon at LSU in the local community. The Vice President for External Affairs will foster the development of relationships and strategy management for all external parties.

You may be good at this position if you are able to communicate effectively with the Exec board and your directors. You also need to be able to communicate on a regular basis with the alumni, send out DM newsletter every month, and write emails regularly.

You may not like this position if you are not good at planning ahead, dislike regular communication (this is important because you need to keep up with your directors and help them plan) and hate being on your computer for long hours.

Key Duties:

- Alumni Programming and Development
- Hospital Relations
- On-Campus outreach management
- Relations with the larger BR community

□ Director of Community Outreach

The Director of Community Outreach is responsible for the recruitment, development and support of Mini Dance Marathon programs. The Director is responsible for cultivating community partners by recruiting schools of any kind (high school, middle school or elementary) to host fundraising/awareness programs to benefit Dance Marathon at LSU. Additionally, the Director will be the primary liaison to the DM at LSU Alumni. The director will be responsible for the oversight and programming of all alumni events to facilitate the development of relationships between past and current members of the organization.

You may be good at this position if: You can multitask and keep track of various moving parts, You are patient and remain calm/rational with decision-making, You can communicate well with many people at the same time, You can are familiar with excel, You are passionate!

You may not like this position if: Communication isn't your strong suit, You have trouble keep up to date with various operations of a committee, You aren't able to travel close-by to high school for their events, You aren't able to "discipline" and make sure the programs and your committee members are on track.

Key Duties:

- Mini Dance Marathons
- Program Recruitment and Onboarding
- Alumni Relations
- Buddy Program

** This will be an exciting year for DM at LSU Alumni as the 2022-2023 year will be the **10th Anniversary of Dance Marathon at LSU!** If you have a passion for our organization, its history, and its future, this position will be a great fit for you! **

□ Director of Family Relations

The Director of Family Relations is responsible for cultivating and growing the relationship between Dance Marathon at LSU and the families we celebrate. The Director is responsible

for connecting miracle families to the students at LSU through events, outreach and cause connection. The Director is also responsible for overseeing and managing the hospital volunteer program.

You may be good at this position if: Coordinating with the hospital. Communicating with the families through email and phone. relaying information back to leadership and participants. Planning events for the families and participants to hang out and get to know each other. Organizing and planning volunteer opportunities at the hospital

You may not like this position if: You don't like talking to parents. If you don't like writing a lot of drafts of emails. If you don't like planning events. If you don't like working with a lot of people.

Key Duties:

- Weekly Hospital Volunteering
- Hospital Tour Coordination
- Miracle Family Pairings
- Family Events

□Director of Campus Outreach

The Director of Campus Outreach is responsible for engaging the LSU campus and community year round by ensuring Dance Marathon at LSU's presence. The Director of Campus Outreach will be responsible for coordinating Dance Marathon at LSU's presence at key campus events.

You may be good at this position if: you find it easy to talk with a wide range of people and like interacting with the student body on a personal level and can brainstorm ideas for engaging with fellow students in free speech. You like getting to know new people and seeing their genuine interest in your organization grow before your eyes. You like being on campus and being able to connect with other members of the organization. You like a good photo opp for your social medias.

You may not like this position if: you do not like interacting with people or stepping out of your comfort zone in order to get someone's attention, you do not like facilitating small scale events, you can not multitask well, you are not an early bird person, you have a busy schedule throughout the week, you cannot participate in on-campus events

Key Duties:

- Welcome Week Activities
- Student Involvement Fair
- Fall Fest
- Free Speech Alley/Table Sits
- Misc. Campus Events

□Director of Stewardship

The Director of Stewardship is responsible for recognizing our donors, participants, and leadership team for all efforts that are put towards making miracles happen during the year. They are responsible for continually tracking events that we need to stewardship all sectors for and making sure that is done within a timely manner. They will generate all stewardship

ideas and plans and execute them to foster the relationship between Dance Marathon and the receiving party.

You may be good at this position if you are good at anticipating the needs of others. If you are personable and believe in acts of service. If you are interested in improving relationships between DM and its affiliates.

You may not like this position if you do not like speaking to people. If you are not self-motivated. If you are not service-oriented by nature.

Key Duties:

- Tracking all stewardship opportunities
- Identifying opportunities to give back
- Drafting plans and carrying out small stewardship activities

** There is an opportunity to grow this position through tracking stewardship efforts and their returns. If you are both interested in giving back to others AND measuring how your actions may benefit DM in the long-term, then you may be uniquely fit for this role. **

| Vice President for Event Management

The Vice President for Event Management is responsible for the oversight, planning and execution of all Dance Marathon at LSU events throughout the year. The Vice President for Event Management will be responsible for ensuring that events logistics and execution are prepared through their planning efforts.

- Dance Marathon at LSU Annual Calendar
- Event Timelines and Management

□ Director of the Big Event

The Director of the Big Event is responsible for the year-long planning, organizing and executing all elements of the Big Event. The Director of the Big Event is also responsible for managing a team of Morale Captains who assist in executing the functions of different portions of the Big Event.

Key Duties

- Oversee Morale Captains
- Morale Dance
- Big Event Production and Execution
- Venue Management

👑👑👑👑👑👑👑👑 Director of Morale

The Assistant Director of Morale will work directly with the Director of the Big Event to plan morale events, theme hours, and decorations within the Big Event. This AD can also lead the charge on engaging campus throughout the year with the “spirit of the Big Event” through a small number of outreach events planned in conjunction with the Campus Outreach team. Ex: Flash mobs, theme-hour craft event,

□ Director of External Events

The Director of External Events is responsible for the execution of planning and executing all of Dance Marathon at LSU's events throughout the semester. The Director of External Events will be responsible for the management of all current traditional events, and the development and oversight of new event based fundraising opportunities. The Director of External Event's primary goal is to produce an overall profit from each event to help diversify Dance Marathon at LSU's revenue streams.

You may be good at this position if: you are able to communicate effectively through email to participants and venue owners. Essential to this position is the ability of advanced planning and good organizational skills in order to efficiently plan events. Also important is the capacity to brainstorm ideas for events that would appeal to the participants and/or the crowd of interest.

You may not like this position if you are a procrastinator at heart because without advanced planning events become very stressful to put together on top of your

school/work schedules. Also, you may not like this position if you are uncomfortable crafting formal emails or calling/texting business owning people (venues, vendors, musicians, etc.).

Key Duties

- Battle of the Bars
- Benefit Concert
- DM Gala

| Vice President for Finance

The Vice President for Finance is responsible for designing, tracking and maintaining Dance Marathon at LSU's fiscal management and fundraising strategies for the year. The Vice President of Finance is responsible for budget oversight and approval and directing fundraising efforts on a global level to maximize financial goal achievement.

Key Duties

- Budget Design and Approval
- Fundraising Strategy and Resource Allocation
- Data Reporting, Analytics, and Forecasting

□ Director of Fundraising

The Director of Fundraising is responsible for the oversight, scheduling and management of all fundraising opportunities for Dance Marathon at LSU. The Director of Fundraising is responsible for working with external constituents to create opportunities and to provide coaching and resources to all Dance Marathon participants to make fundraising as easy as possible.

You may be good at this position if: you are comfortable with coordinating fundraising events (such as canning and concessions), good at communicating with others, you are available to answer phone calls/texts from leadership and participants whenever we have fundraising events going on

You may not like this position if: you do not have an open schedule to be available whenever needed, you do not like contacting businesses to allow them to let us fundraise, you do not like communicating with a group and making sure that the fundraising events we do are going okay

Key Duties

- Fundraising Guide
- Fundraising Resources
- Fundraising Coaches

□ Director of Development

The Director of Development is responsible for cultivating relationships with community businesses and corporations to create meaningful and lasting partnerships. The Director of Development is responsible for securing incentive items, monetary partnerships, and hospitality partnerships for the duration of the year and stewarding these partners so that they will return for the following year. They are responsible for the management and engagement of food related partners and events as well as managing and executing catering at all Dance Marathon events.

Key Duties

- Monetary Partnerships
- In Kind Partnerships
- Fundraising Incentive Structure
- Stewarding Partners

□ Director of Accounting

The Director of Accounting is responsible for organizing, depositing, and reconciling Dance Marathon funds. The Director of Accounting will be responsible for overseeing the intake and deposit of “offline funds” as well as reconciling the current fundraising total with bank, Donor Drive, and Hospital statements. They will set up canning locations and concessions shift for the leadership team. Additionally, they will assist the Vice President of Finance in setting expense budgets and allocating resources to various events/projects.

You may be good at this position if: you have a standard knowledge and are comfortable working with Excel, like keeping a pretty consistent schedule every week, and communicating well and often with the people you are working with

You may not like this position if: you like to work on projects alone, you do not love working with numbers, or do not enjoy counting money by hand

Key Duties

- Accounting Procedures
- Account Reconciliation
- Data Management
- Canning and Concessions management

| Vice President for Participant Relations

The Vice President for Participant Relations is responsible for overseeing the recruitment, management and support of all registered participants and teams for Dance Marathon at LSU. The Vice President of Participant Relations is responsible for creating a positive, cause connected, and engaging environment for everyone who registers for Dance Marathon.

You may be good at this position if: you like planning things, want to oversee the recruitment of Participants, you'd rather create communication plans and timelines rather than executing the communication

You may not like this position if: you rather more face to face interaction and direct communication with participant and team captains

Key Duties

- Overall Participant Engagement Strategy
- Recruitment Strategy and Tracking
- Dancer Expo

□ Director of Communications

The Director of Communications is responsible for writing and composing all text messages and emails sent out to participants. The Director will work closely with all directors within Participant Relations to discuss the messaging that needs to be used for any external communication.

You may be good at this position if: You enjoy writing emails and text messages and enjoy the communication side of recruiting and informing participants

You may not like this position if: You cannot write clearly or effectively. You cannot plan in advance

Key Duties

- Weekly email communication
- Year-long communication planning through DonorDrive

□ Director of Greek Relations/Student Org Relations

The Director of Greek/Student Org Relations is responsible for overseeing the recruitment of Greek teams and S.O. team and all communication with delegates and participants. The Director will be responsible for overseeing a committee that will execute engagement strategies and all communications.

You may be good at this position if: You love collaborating with many people and have an energetic personality. If you are well-connected on campus or have a good understanding of the greek &/or campus-life systems.

You may not like this position if: you have a hard time delegating tasks and don't like talking in front of groups of people.

Key Duties

- Engagement Efforts

- Execute Greek/S.O. Delegate Meetings
- Team Communication

□Director of Residence Hall Relations

The Director of Residence Hall Relations is responsible for overseeing the recruitment of Res Hall teams and all communication with delegates and participants. The Director will be responsible for overseeing a committee that will execute engagement strategies and all communications.

You may be good at this position if: you love collaborating with many people, having an advisor and have an energetic personality

You may not like this position if: you have a hard time delegating tasks and don't like talking in front of groups of people.

Key Duties

- Engagement Efforts
- Execute Res Hall Delegate Meetings
- Team Communication

□Director of Recruitment

The Director of Recruitment is responsible for overseeing the recruitment of all delegates and participants throughout the year. They are also responsible for onboarding all delegates and participants. They will work closely with the VP of Participant Relations to create recruitment strategies and track the team's efforts throughout the year. They will be a main leader in planning recruitment push weeks. They will also regularly attend Res Hall, Student Org, and Greek chapters and meetings to create new teams and develop new participants.

Key Duties

- Recruitment Efforts
- Attend Meetings to recruit more participants
- Onboarding strategy plan
- Recruitment strategy & tracking

