

**\*\*all positions required to attend *WEEKLY* board meetings & *ALL* ETC events\*\***

## **President**

**\*\*REQUIRES AT LEAST ONE SEMESTER OF EXPERIENCE ON ETC BOARD BEFOREHAND\*\***

- Creating weekly agendas, leading board meetings & executive board retreats
- Moderating on stage for all ETC panels, kickoff events, workshops, and more
- Maintain frequent communication with board members, know all of their roles in detail, and assisting where needed
- Ordering, picking up, and designing ETC merchandise such as shirts, buttons, bags, stickers, thank you cards, and printed flyers
- Organize and run the executive board's Google drive and on-campus office space
- Attend re-registration workshops
- Ensure that ETC is in compliance with University Policy and Regulations & attend re-registration workshops
- Thoroughly review all timelines, published work, and more before it is sent out by the club
- Execute Summer & Winter Executive Board retreats, board member end of the year dinner, celebrating ETC birthdays, bonding events/casual socials for board and entire club=better group synergy/positivity
  - Create interactive quizzes, questions for board retreat
  - Create interactive questions for each Monday board meeting

## **Vice President**

- Create & order the executive board's business cards
- Keep weekly board meeting's minutes
- Assist the President and know the roles of other board members to help finish projects when needed, maintain frequent communication with board members
- Co-facilitate weekly board meetings
- Assist the President in ordering, picking up, and designing ETC merchandise such as shirts, buttons, bags, stickers, thank you cards, and printed flyers
- Updating & designing ETC website
- Ensure that ETC is in compliance with University Policy and Regulations
- Fill in if a board member is absent for whatever reason
- Help maintain an environment for club and board members to participate, grow, and learn professionally
  - One-on-one team check-ins for good flow & teamwork

- Check-in with members about resources on campus (ASI, Career Center, Student Success Center, etc.)
- Take board attendance at each ETC panel & Monday meeting-make attendance calendar
  - Decide with the board what consequences will be for missing events/meetings, not communicating, not getting work done in a timely manner, etc.
  - Decide what process should be if a board member is having issues with another board member (approaching member one-on-one, talk to President & VP directly, fill out anonymous form to submit to President, etc.)
- Create deadline calendar for each team's projects
- Join President in any team one-on-one meetings during Monday meetings

## **Director of Internal Communications**

- Serve as the communication liaison between the executive board and general club members
- Run and respond to messages in a timely manner for ETC's email account
- Open availability for biweekly office hours in club's office space
- Must be organized & approachable
  - Keep updated Excel sheets on: Weekly Newsletter List, Paid Members List, Discoverfest Interest List (which then goes to newsletter list)
  - (Move paper version of New Member Application to digital version only ((see Admin folder for paper application))
- Assists Finance Director check members & nonmembers in for panels
- Write copy & design the weekly newsletter that is sent out to ETC's email list every Monday
- Get another board member to watch the check-in desk at some point during the panel so the Director of Internal Comm. & Finance Director can watch some of the panels
- Attend Street Team meetings to get to know members better face to face
- Check-in members at each ETC event with Finance Director (always let paid members into the room first to get their seats & food, general members let in afterward)
- Create Zoom Registration Links to be sent out in the Weekly Newsletter and Events Team

## **Finance Director**

- Must have basic knowledge or be willing to learn Google Sheets to track budgeting and memberships
- Cash handling & payment transactions for new members
- Managing ETC's budget for the calendar year

- Filing club reimbursement forms in a timely manner
- Frequent communication of account balance, recent transactions, reimbursements, and more with board members, especially University Relations Director
- Frequent communication with the College of Communications & ASI Accounting
- Check-in ETC members with Director of Internal Communications at each ETC event

## **University Relations Director (CICC Rep.)**

- Must be available on **MONDAYS** at **10 AM** for weekly CICC meetings & discover future events from other COMM clubs
- Collaborate with Events team to draft funding proposals for events
- Present event funding proposal to CICC
  - Collaborate/compare prices with Panels Coordinator at Monday meeting prior to Monday CICC proposal
- Conduct post-event presentation to CICC
  - Collect data of each event
- Ensure executive board members are properly reimbursed

## **Events Director**

- Schedule and book rooms on & off-campus for events for each semester (book 14 months in advance)
- Help set up events with Street Team & attend Street Team meetings
- Assist in creating event themes
  - Work with marketing to make sure all content aligns with event theme/aesthetic
- Assign board member to pick up food for panels
- Meet with building manager to open event room, setup laptop/test music, event slideshow, microphones, and presentation clicker
- Managing all confirmation papers from the TSU & details for each event including overlooking budgets, timelines, and decorations for all events
- Keep our TitanLink page up to date with event photos, board member contact list, approved members, and event information
- Keeping up with updated policies & procedures for the TSU & TitanLink
- Managing all aspects of each event including food, decor, entertainment, and venue space budget, booking venue spaces, and more
- Communicate with multiple event coordinators ensuring each event goes smoothly
  - Conduct all Street Team meetings

## **Events Coordinator**

- Choose themes with team for each event
- Create tabling sign up sheets for events such as Discoverfest
- Create budgets for each event with Events Committee Specialist, calculating food expenses
- Create event color-coded timelines, assigning board member's roles and making sure the event goes as smoothly as possible
  - Allow time in timeline for each board member to network in green room before panel begins, panelists arrive no later than 6:30 PM to allow time for this
  - Allow 30 mins at end of panel for group photo with panelists & 2nd round of networking for board if needed
- Conduct all Street Team meetings
- Create all event Powerpoint Presentations & run Spotify playlist for events
- Assist Events Director on managing the flow of each event

## **Events & Committee Coordinator**

- Choose themes with team for each event
- Schedule and conduct all Street Team meetings
- Create weekly or bi-weekly newsletter for Street Team Members
- Arrange projects for Street Team, such as workshops, info sessions, classroom announcements, content development (social media), or more
  - Plan and execute one big event in the Fall and Spring Social Mixers with the help of Street Team (including food, decor, entertainment, and venue space budget, booking venue spaces, and what type of social mixer you choose)
- Assign members to help set up, table, food monitor, and clean up for the events (volunteer)
- Produce and oversee ETC's Shadowing Program by being the liaison between shadowers and board members
- Decorate & assist other events team members with panels & events
- Make detailed timelines for all of the Street Team meetings
- Assist Events Director & Coordinator in either timeline or event budgeting
- Communicate between PR team and Events team

## **Public Relations Director**

- Reaching out to entertainment professionals for the panels and mixers
- Draft email invitations and confirmations for each panel
- Troubleshoot any problems on panel days involving panelists
- Purchase parking permits for panelists
- Create individual subfolders for each panel under the PR folder on Google Drive and add all necessary documentation
- Helps PR Specialist reach out to Sponsors
- Assign 1-2 other board members in the green room with PR team to communicate with panelists at a time (hard to talk to panelists when also trying to check the phone to not miss anything during panel set up)
  - Make sure President meets panelists before panel starts to introduce themselves and make sure they pronounce panelists name correctly
- Assign each PR team member panelists to heavily research to create a mix of general and detailed questions for each panelist for President to ask, as well as IG questions
- Escort panelists from the parking structure to green room and set up the green room
- Regulate networking lines
- Be Panelists' Point Person on panel days & show professionalism for all ETC events

## **Public Relations & Sponsorships Coordinator**

- Communicate with local businesses, industry professionals, and close connections to create semester & yearly sponsorships deals for the club
- Reaching out to entertainment professionals for the panels and mixers
- Escort panelists from the parking structure to green room and set up the green room
- Connect with businesses for sponsorships (product donations, \$ donations, etc.)
  - Research opportunities for potential fundraisers
- Regulate networking lines
- Show professionalism for all ETC events

## **Public Relations & Shows Coordinator**

- Contact TV taping companies to book award shows and TV tapings for members to attend
- Give members all the details & rules to know when attending shows
- Organize carpool for the day of TV tapings and/or company tours
- Help Public Relations team contact panelists and sponsors
- Provide panelists with all the information they need to know
- Greet and escort panelists with other members of the PR team

- Show professionalism for all ETC events
- (First priority is TV Taping communication, second is helping PR team reach out to panelists)

## **Marketing Director**

- Create media content & write all copy for all social media platforms
- Develop and implement a monthly marketing plan for the entire marketing team
- Use Hootsuite account to post consistently to all ETC social media accounts
  - Make sure all photos posted are in correct dimensions from Media Kit
- Compose mass emails to send to the entire College of Communications
- Take LIVE Instagram coverage of events and panels on IG stories

## **Creative Director**

- Create event/panel flyers in a timely manner
- Taking video coverage & editing videos for Youtube & IGTV
- Create shadow box layout and hang up shadow box ad in College Park
- Find on campus buildings that approve Comm. related flyers to be hung up in building & when flyers need to be taken down
- Assist marketing team in social media postings and content creation
- Must have knowledge or experience with Adobe Photoshop, Adobe Illustrator, or similar programs. Please include examples of your work.

## **Media Director**

- Create media content to post on social media
- Take photos at all ETC events (in-person or online) & edit them for recap posts, Comm. website, ETC website, and more
- Help Marketing Director run social media pages
- Promote all events
- Create and edit YouTube videos, such as interview episodes or monthly recaps
- Must have knowledge or experience with Adobe Photoshop, Final Cut Pro, or similar programs. Please include examples of your work

## **Marketing Coordinator**

- Create classroom announcements schedule for each board member covering Ent/tour classes, comm classes, CTVA, business marketing, journalism, etc.
  - Send emails to professors of classes PRIOR to class announcement delivery & let them know which board member will be coming to their class. Follow up with professor and board member that delivered the announcement
- Reach out to all campus outlets on contact sheet & send blurbs about events/flyers
  - Outlets include: Titan Radio, College Park, Student Success Center, Career Center, TSU, College of Comm website, update ETC Website throughout semester, mass emails, and more
- Gather availability and create schedules for board member DiscoverFest tabling & classroom announcements

## **Media Coordinator**

- Collaborate with and assist the Media Director to produce content for our ETC TikTok account
- Brainstorm various on-camera interview segments/topics/questions for each panel, workshop, and mixer, brainstorm TikTok ideas
  - Present this at our weekly Monday meetings
- Day-of-Event Operations
  - Act as the ETC Live Reporter via TikTok -
    - Interview board members, club members, panelists, and other guests.