

****ALL POSITIONS ARE REQUIRED TO ATTEND WEEKLY BOARD MEETING & ALL ETC EVENTS****

PRESIDENT

(Requires at least one semester of experience on the ETC executive board before applying for the president role)

- Create weekly agendas, leading board meetings & executive board retreats
 - Create interactive questions for each Monday board meeting
- 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 assist where needed
- Ordering, picking up, and designing ETC merchandise such as shirts, buttons, bags, stickers, thank you cards, and printed flyers
- Updating & designing ETC's website
- Oversee the club's LinkTree with relevant links.
- Organize and run the executive board's Google Drive and on-campus locker space
- Attend re-registration workshops
- Ensure that ETC complies with University Policy and Regulations & attends re-registration workshops
- Thoroughly review all timelines, published work, and more before the club sends it out
- Execute Summer & Winter Executive Board retreats, a board member end of the year dinner, celebrating ETC birthdays, bonding events/casual socials for the board and entire club=better group synergy/positivity

VICE PRESIDENT

- Create & order the executive board's business cards
- Keep weekly board meeting minutes
 - Take board attendance at each ETC panel & Monday meeting-make attendance calendar
 - Decide with the President what the consequences will be for missing events/meetings, not communicating, not getting work done promptly, etc.
- 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 President in ordering, picking up, and designing ETC merchandise such as shirts, buttons, bags, stickers, thank you cards, and printed flyers
- Update & design ETC website
- Ensure that ETC complies 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.)
- Decide what process should be if a board member is having issues with another board member (approaching member one-on-one, talking to President & VP directly, filling out anonymous form to submit to President, etc.)
- Create a deadline calendar for each team's projects
- Join the President in any team one-on-one meetings during Monday meetings

FINANCE DIRECTOR

- Cash handling & payment transactions for new members
- Managing ETC's budget for the calendar year
- Filing club reimbursement forms promptly
- Frequent communication of account balance, recent transactions, reimbursements, and more with board members
- Frequent communication with the College of Communications & ASI Accounting
- Check-in members at each ETC event

DIRECTOR OF INTERNAL COMMUNICATIONS

- Serve as the communication liaison between the executive board and general club members
- Run and respond to messages promptly for ETC's email account
- Must be organized & approachable
 - Keep updated Excel sheets on: the Weekly Newsletter List, Paid Members List, Discoverfest Interest List (which then goes to the newsletter list)
 - Move paper version of New Member Application to digital version (if applicable)
- Assists Finance Director with checking in members & nonmembers in for panels
 - always let paid members into the room first to get their seats & food, general members let in afterward

- Write copy & design the weekly newsletter that is sent out to ETC's email list every Monday
- In charge of designing/ordering stoles

UNIVERSITY RELATIONS DIRECTOR (CICC REPRESENTATIVE)

- Attend weekly 10 AM 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 Events Team 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

UNIVERSITY RELATIONS DIRECTOR (BICC REPRESENTATIVE)

- Serve as liaison between ETC and BICC (Business Inter-Club Council)
 - Attend BICC weekly meetings held on Tuesdays & Thursdays from 11:30 AM-12:30 PM
 - Collaborate with Events Team to draft funding proposals for events
 - Present event funding proposal to CICC
 - Collaborate/compare prices with Events Team at Monday meeting prior to BICC proposal
 - Conduct post-event presentation to BICC
 - 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
- 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
- Run all event Powerpoint Presentations & run Spotify playlist for events

- Manage 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
- Keep up with updated policies & procedures for the TSU & TitanLink
- Manage all aspects for the Annual Mixer including food, decor, entertainment, and venue space budget, booking venue spaces, and more
- Be able to communicate with multiple event coordinators ensuring each event goes smoothly

EVENTS & PROGRAM COORDINATOR

- Assist in creating themes for each event
- Create budgets for each event with the University Relations Director and Finance Director, calculating food expenses, decor, etc.
- Create event color-coded timelines, assigning board member's roles and making sure the event goes as smoothly as possible
 - panelists should arrive no later than 6:30 PM
 - Allow 30 mins at end of panel for group photo with panelists

EVENT OUTREACH COORDINATOR

- Assist in creating event themes
 - Work with marketing to make sure all content aligns with event theme/aesthetic
- Assist Events Director on managing the flow of each event
- Regulate networking lines and handle networking portion of events
- Produce and oversee ETC's Shadowing Program by being the liaison between shadowers and board members
- 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, mass emails, and more
- In charge of tabling & recruitment
 - Create schedule for tabling

- Possible Tabling locations: Titan Walk, Housing, Business Building, Comm Building, etc.
- Organize outreach events and activities
 - including marketing, and planning, to promote ETC
- Oversee community outreach
 - Benefit concerts, organizations involved in the Entertainment & Tourism Industry, etc.

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 reach out to Sponsors
- Assign 1-2 other board members in the green room with PR team to communicate with panelists at a time
 - 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
- Be Panelists' Point Person on panel days & show professionalism for all ETC events

PUBLIC RELATIONS & SHOWS COORDINATOR

- Contact TV taping companies to book award shows and TV tapings
 - 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

PUBLIC RELATIONS & SPONSORSHIP 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
- Show professionalism for all ETC events

MARKETING DIRECTOR

- Create media content & write all copy for all social media platforms
 - Must send to president for approval
- Oversee social media accounts and respond to DM's and comments
- 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
- Take LIVE Instagram coverage of events and panels on IG stories

MEDIA DIRECTOR

- Create media content to post on social media
- Take photos at all ETC events & edit them for recap posts, Comm. website, ETC website, and more
- Help Marketing Director run social media pages
- Promote all events
- Help create and edit YouTube videos, such as interview episodes or monthly recaps

MARKETING & MEDIA COORDINATOR

- Collaborate with and assist the Media and Marketing Director to produce content for our ETC TikTok account and YouTube channel
- Brainstorm various on-camera interview segments/topics/questions for panels, workshop, mixer, and 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. Create content.)
- Take video coverage & help edit videos for Youtube & IGTV

- In charge of updating our linkedin page
- Assist Marketing and Media Director with any additional tasks

CREATIVE DIRECTOR

- Create event/panel flyers promptly
- 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