



## **JOB DESCRIPTIONS BOARD MEMBER & COMMITTEE POSITIONS**

(Adopted Date: 08.12.2020 | Revision Date: 10.16.2024)

*Note: this document is revised and updated by the NSBWEPP Board when deemed necessary*

### **BOARD MEMBERS**

#### **EXPECTATIONS OF THE BOARD MEMBERS**

The board of directors (highest leadership body) is the governing body of THE NATIONAL SOCIETY OF BLACK WEDDING & EVENT PROFESSIONALS, responsible for the ultimate direction of the management of the affairs of the organization and to satisfy its fiduciary duties; policy-making and responsible for executing day-to-day management to implement board-made policy, and legal responsibility for the actions (and in-actions) of the organization rests with the board. In summary, the board of director's exercises DUTY OF CARE, DUTY OF LOYALTY, DUTY OF OBEDIENCE. The board can act legally only by consensus (majority vote of a quorum in most cases) and only at a duly constituted and conducted meeting, or by unanimous written consent (in most states, boards cannot act by mail, fax, or electronic ballot). The board may delegate authority to act on its behalf to others, such as committees, but in such cases the board is still legally responsible for any actions taken by the committees or persons to whom it delegates authority. An individual board member has no individual management authority simply by virtue of being a member of the board. However, the board may delegate additional authority to a board member, such as when it appoints board members to committees. In a similar fashion, an officer has only the management authority specifically delegated in the bylaws or by the board, although the delegated authority can be general and broad.

ALL Board Members positions are non-paid; they are volunteer designated/elected positions. Each term of a Board Members is two-years with a maximum of four-(4) years or two-terms.

#### **THE BOARD IS RESPONSIBLE FOR:**

- determining the mission and purposes of the organization
- selecting and evaluating the performance of the chief executive





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- ensuring strong fiduciary oversight and financial management; Make sure the organization remains financially solvent by evaluating financial policies, approving budgets, and reviewing financial reports.
- approving and monitoring the organization's programs and services
- enhancing the organization's public image
- assessing its own performance as the governing body of the organization
- approve all key contracts as a collective Board
- make sure the organization follows the rules and regulations mandates of 501(c)(6)

### **EXPECTATIONS OF INDIVIDUAL BOARD MEMBERS:**

- know the organization's mission, policies, programs, and needs
- faithfully read and understand the organization's financial statements
- serve as active advocates and ambassadors for the organization and fully engage in identifying and securing the financial resources and partnerships necessary for the organization to advance its mission
- leverage connections, networks, and resources to develop collective action to fully achieve the organization's mission
- prepare for, attend, and conscientiously participate in board meetings and board retreat; not being absent of no more than 80% of board meetings without a viable excuse(s)
- follow the organization's bylaws, policies, and board resolutions
- sign an annual conflict-of-interest disclosure and update it during the year if necessary, as well as disclose potential conflicts before meetings and actual conflicts during meetings





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- A board member must never use information gained through his/her position for personal gain and must always act in the best interests of the organization. Board members must avoid conflicts of interest or the appearance of conflicts.
- maintain confidentiality about all internal matters of the organization

### **PRESIDENT & CEO (FOUNDER):**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Has a Vote on the Board.
- Holds a “Business” Membership type.
- Is a Member in Good Standing (membership dues current).
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- As Founder - has a permanent seat on the Board (This only applies to the Founder of the organization, Tara Melvin).
- Works in tandem with the Chairman of the Board in communicating the organization's mission, strategic goals, and committee objectives to members of the Board and Members of the organization.
- Serve as spokesperson for the board.
- Encourages Board's role in strategic planning
- Reviews all reports of the organization and signs off with the Chairman of the Board.
- Calls and conducts meetings with the Board of Directors.
- Founding Board Members will be designated as “Legacy Members”.





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- Signs all financial reports and expense receipts along with Chairman of the Board, Vice Chair, and Director of Finance; financial reports and receipts must have 4 signatures. Spending of any monies must be voted and approved by board unanimously.
- The ability to appoint Board Members and committee members.
- Approves annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Planning, presiding over, and facilitating board and committee meetings; partnering with the Board Chair and Vice Chair to ensure that board resolutions are carried out
- Appoints the chairpersons of committees, in consultation with other Board members.
- Serves *ex officio* as a member of committees and attends their meetings when as necessary.
- Discusses issues confronting the organization with the Board Chair & Board of Directors.
- Helps guide and mediate Board actions with respect to organizational priorities and governance concerns.
- Reviews with the Board any issues of concern to the Board about NSBWEP.
- Monitors financial planning and financial reports.
- Formally evaluates (yearly) the performance of NSBWEP achieving its mission and informally evaluates the effectiveness of the Board members

### **CHAIRMAN OF THE BOARD**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board
- Holds a “Business” Membership type
- Reports to the President & CEO
- Is a Member in Good Standing (membership dues current).
- Create and achieve yearly SMART Goals for your program sector.
- Term Commitment: Minimum 2-year term commitment.





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- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board
- Is seen as the face and leadership of the organization/Board of Directors in partnership with the President & CEO
- Being a trusted advisor to the President/CEO
- Is a partner with the President & CEO in achieving the organization's mission
- Provides leadership to the Board of Directors, who sets policy and to whom the President & CEO is accountable.
- Chairs meetings of the Board after developing the agenda with the President & CEO.
- Encourages Board's role in strategic planning
- Approves annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Planning, presiding over, and facilitating board and committee meetings; partnering with the CEO to ensure that board resolutions are carried out
- Appoints the chairpersons of committees, in consultation with other Board members.
- Serves *ex officio* as a member of committees and attends their meetings, as necessary.
- Discusses issues confronting the organization with the President & CEO.
- Helps guide and mediate Board actions with respect to organizational priorities and governance concerns.
- Reviews with the President & Chief Executive any issues of concern to the Board.
- Monitors financial planning and financial reports.
- Formally evaluates (yearly) the performance of the President & CEO and informally evaluates the effectiveness of the Board members
- Evaluates annually the performance of the organization in achieving its mission.





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- Performs other responsibilities assigned by the Board.
- Signs all financial reports and expense receipts along with President, Vice Chair, and Director of Finance; financial reports and receipts must have 4 signatures. Spending of any monies must be voted and approved by board unanimously.
- Speak at external events (representing the organization) and meet with potential donors to secure money for their organization.
- Provides Executive Secretary agenda for Board meetings.

#### **VICE CHAIRMAN OF THE BOARD:**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board
- Holds a “Business” Membership type
- Report to Chairman of the Board & President/CEO
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board
- Performs Chair responsibilities when the Chair cannot be available or if that office becomes vacant
- Always prepared to assume the position of Chairman of the Board, if necessary
- Works closely with the Chairman of the Board and President/CEO





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- Participates closely with the Chair of the Chairman of the Board in the execution and development of his/her duties, and to help carry out the Chairman of the Board & President/CEO's vision and directives
- Transitions new Board Members into their roles; informing them of policies and procedures
- Serves on committees as requested to learn the operations of the board
- Signs all financial reports and expense receipts along with President, Chairman of the Board, and Director of Finance; financial reports and receipts must have 4 signatures. Spending of any monies must be voted and approved by board unanimously.
- Manages and supervises the **Committees** in conjunction with each Board Member they are under
  - Sets tone for the committee work.
  - Oversees the logistics of committee's operations.
  - Assigns work to the committee members, sets the agenda, and runs the meetings, and ensures distribution of meeting minutes.
  - Initiates and leads the committee's annual evaluation.

### **EXECUTIVE SECRETARY:**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a "Business" Membership type.
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 4-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.





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- Report to Chairman of the Board.
- Has a Vote on the Board.
- Provides administrative and clerical support to the Board, through the timely and accurate collection and sharing of information directly related to its activities.
- Ensures that the Board is well informed and that its activities are well documented for the use of Board members, the Governance Committee and relevant government bodies.
- Maintains copies of the organization's bylaws and the Board's policy statements.
- Keeps lists of officers, Board Members, committees, and General Membership.
- Notifies Board Members of meetings.
- Keeps record of Board attendance.
- Makes sure that there is a quorum at Board meetings.
- Keeps accurate official minutes of meetings. Records all motions and decisions of meetings.
- Assures that an agenda has been prepared by the Chairman of the Board or President/CEO and that the agenda is distributed in advance of the meeting.
- Assures that documents (bylaws, Form 990, roster of board members) is filed and is accessible to members
- Distributes copies of Board Minutes and actions to Board Members promptly after meetings
- Coordinates unit meetings by notifying participants of meeting dates and places, preparing agendas; assembling and distributing agenda materials. Attends meetings to take notes, draft initiatives discussed, circulating for revision/approvals.
- Responsible for maintaining the legal records of the organization. Decides which records ought to become a part of the organization's permanent legal files versus those which should be retained only to facilitate day-to-day operations.
- In the absence of the Chairman of the Board, Vice-Chairman, and President/CEO - chairs Board meetings until the election of an alternate Chairman of the Board.





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### **DIRECTOR OF FINANCE (TREASURER):**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a “Business” Membership type.
- Report to Chairman of the Board.
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 4-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board.
- Serves as the financial officer/treasurer.
- Applies his knowledge of accounting to monitor finances, while directing the preparation of financial reports and summarizing the reports for the board.
- Prepares organization's monthly financial reports to provide to the Board
- Works with other board officers and the CEO to develop financial plans and prepare the organization's budget
- Reviews the annual audit and tax forms and presents the financial material to the board.
- Prepares yearly tax reports that are due annually to Internal Revenue Service
- Opening, managing, and maintaining bank accounts.
- Reconciling bank accounts and producing financial statements.
- Ensuring that bills are paid on time and that cash flow remains positive.
- Make sure Board is investing funds in a responsible way, for the benefit of the organization.  
If the organization has large amounts of funds, they should not be sitting in a bank account.





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At the same time, the treasurer needs to consider the organization's immediate liquidity needs.

- In the case of cash receipts or receivable transactions, tallies monies received, reconciles amounts against source documents and prepares back deposit slips. Account payable transactions include check preparation, signing and correspondence mailing.
- Filing tax-related documents and legal forms, such as the documents required to make an organization non-taxable. The treasurer will be responsible for filling these documents out correctly and on time.
- Processes a variety of accounting transactions to verify accuracy, proper calculations and amounts, inclusion of appropriate source documentation, proper budget codes and journal/ledger entry designations. Traces discrepancies through source materials, or through discussion with originating party to resolve them.
- Prepare financial report that is to be provided to Members of the organization 2x per year.
- Signs all financial reports and expense receipts along with President, Chairman of the Board, Vice Chair; financial reports and receipts must have 4 signatures. Spending of any monies must be voted and approved by board unanimously.
- Manages the following Committee Members -Financial Consultant (CPA) and Sponsorship Committee

#### **DIRECTOR OF MEMBERSHIP:**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a "Business" Membership type.
- Report to Chairman of the Board.
- Is a Member in Good Standing (membership dues current).





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- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board.
- Serve as main contact person for all member inquiries.
- Identifying and developing new programs/services that meet member needs; and for finding ways to improve existing programs and services.
- Responsible for developing and implementing ongoing membership retention and recruitment campaign
- Maintain all membership records and build a working list of prospects.
- Update member materials as needed (members are responsible for maintaining their own profile via the website). Materials may include new member kits, member binders, member brochures. Responsible for printing certificates for all members
- Responsible for membership registration for Member events
- Send New Member welcome kit to all New Members to include Membership Badge
- Send new members username and password for website directory, upon bank clearance of membership payments (within 7 days)
- Recruit New Members
- Contact and encourage former members to visit and re-join.
- Receives all inquiries in-regards to Membership from prospective members
- Maintain all membership records, and build a working list of prospects
- Terminate delinquent members within 30 days of the new calendar membership year
- Actively encourage member participation
- Manages the following Committee Members -Family Outreach.





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- Collect, analyze, and report member feedback on NSBWEP programs and events.
- Evaluate and report on effectiveness of all membership and communications efforts.
- Develop and execute successful strategies to recruit and orient new members; ensure member renewals; and upgrade current members' status.
- Manage membership application process, including determining member category and allocation of membership fees following NSBWEP guidelines.
- Assist with member communication activities that drive attendance at NSBWEP events and increase use of online resources; assist NSBWEP staff in event recruitment.
- Represent NSBWEP at events and functions.

#### **DIRECTOR OF EDUCATION**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a "Business" Membership type.
- Report to Chairman of the Board.
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board.
- Create quality education programs for Members; via virtual platforms and in-person when necessary
- Create partnerships with other educational partners for the benefit of Members.





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- Identifying, procuring, and inviting keynote speakers for presentations, standard topics, and other special sessions to ensure a rich program reflective of new and current directions in industry education, evidence-based best practices, and industry ethics.
- Facilitating continuous quality program improvement through evaluation, creativity, and innovation.
- Collaborating with and reporting to the Board on the direction and status of program planning.
- Collaborate with Director of Events when necessary.
- Create an educational program calendar 3 months in advance. Minimum 2-education webinars per month.
- Send thank you correspondence to all Speakers.
- Planning the programs from start to completion involving deadlines, milestones, and processes.

#### **DIRECTOR OF EVENTS**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a “Business” Membership type.
- Report to Chairman of the Board.
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 6-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Has a Vote on the Board.





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- Create quality in-person events for Members throughout our various cities.
- Partner with Director of Education on events where necessary to align speakers for in-person events
- Find locations for in-person.
- Secure all key vendor sponsors/partners for each in-person event.
- Collaborating with and reporting to the Board on the direction and status of program planning.
- Create events program calendar 3 months in advance.
- Send thank you correspondence to all event sponsors and venue hosts.
- Planning the programs from start to completion involving deadlines, milestones, and processes.
- Manages the following Committee Members - Events Coordinators
- Keep and provide an organization outline of the planning process and implementation of events.

#### **DIRECTOR OF OPERATIONS (PROJECT MANAGER)**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a “Business” Membership type.
- Report to Chairman of the Board.
- Has a Vote on the Board.
- Responsible for planning and overseeing projects, tracking deliverables to ensure they are completed in a timely fashion and within budget.
- Determine and define project scope and objectives
- Maintain an active detailed project schedule and plan in project management tool of the organization that will be visible to Board Members





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- Make sure that deadlines are adhered to for all deliverables organization's projects and initiatives
- Predict resources needed to reach objectives and manage resources in an effective and efficient manner
- Work with Director of Finance (Treasurer) to prepare budget based on scope of work and resource requirements
- Provide project updates on a consistent basis about strategy, adjustments, and progress; Monitor progress and adjust as needed
- Measure project performance to identify areas for improvement
- Manages General Council (Attorney)

#### **DIRECTOR OF COMMUNITIES**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a "Business" Membership type.
- Report to Chairman of the Board.
- Has a Vote on the Board.
- Manage Community Coordinators.
- Is responsible for Diversity & Inclusion initiatives for the organization; creates an annual outreach plan.
- Make sure Community Liaisons are aware of the organizations initiatives that need to be implemented based on marketing initiatives created by the Board
- Act as the bridge between the organization and the community it is aiming to create a loyal audience of Members and potential Members
- Organize and participate at community outreach activities to educate the broader community about NSBWEPP, our activities and projects.





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- Respond to public and community inquiries and brief Authority staff on matters of public interest and concern.
- Address any concerns that is presented by the Community Liaisons
- Act as the organization's ambassador, engaging with potential Members and building relationships with existing Members. Strengthens existing relationships and cultivates new ones through working with existing Members and non-Members alike.
- Markets and promotes services and programs on a scheduled basis
- Work in partnership with the **Director of Membership** to achieve success of the overall membership of the organization
- Handle and present Member complaints and grievances, and issues violating association rules. Work with Board to resolve complaints and grievances.
- Serve as a point of contact to resolve possible Q&A/concerns from Members and non-members
- Responsible for promoting the organization actively to state and local affiliates/chapters and to potential member groups; for identifying and developing new programs/services that meet member needs; and for finding ways to improve existing programs and services.
- Manages the following Committee Members - Community Liaison East, Community Liaison Central, Community Liaison West.
- Work collaboratively with Director of Membership and Director of Events.

#### **DIRECTOR OF MARKETING & COMMUNICATIONS:**

In addition to the responsibilities outlined in the Board Member job description, this position:

- Is a non-paid member of the Board.
- Holds a “Business” Membership type.
- Is a Member in Good Standing (membership dues current).
- Term Commitment: Minimum 2-year term commitment.





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- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 4-hours per month to board support/responsibilities.
- Attendance: Attend all monthly board meetings and annual board retreat. Board Member must be in attendance of 80% of all board meetings.
- Report to Chairman of the Board.
- Has a Vote on the Board.
- Marketing activities include: Social Media, Video, space advertising in publications, and the formulation and administration of the annual promotion budget. Responsible for suggestions on the marketability of new products and for coordination of design to achieve a unified organization image.
- Provides promotional copywriting, setting basic graphics design parameters, and monitoring follow-up on production for direct marketing materials.
- Develops marketing strategies and media campaigns, serving as a consultant on product packaging, and assisting in the development of marketing research projects.
- Manages email campaigns.
- Potential markets, media selection, future marketing strategies, and creative strategies, based on statistical analyses of the response data.
- Manages and implements long and short-term membership directed marketing strategies and promotional activities to maximize the marketing efficiency, profitability, and opportunities of all organization divisions, departments, and units. (works with Director of Membership)
- Identifying and developing new programs/services that meet member needs; and for finding ways to improve existing programs and services.

Manages the following Committee Members - Social Media Assistant and Content Marketing Assistant





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## **COMMITTEE MEMBER ROLES & RESPONSIBILITIES**

ALL Committee Member positions are non-paid; they are volunteer designated/elected positions. Each term of a Committee Member is on an as-needed basis or can serve one-year with a maximum of two-(2) years. Persons participating on a committee must hold a “Business” Membership type in good standing (financially). Committee Member positions can be dissolved by the Board of Directors at any time.

### **EVENT COORDINATORS:**

- A volunteer, non-paid position.
- Work with and report to Director of Events
- Holds a “Business” Membership type
- Term Commitment: Minimum 1-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 4-hours per month to committee support/responsibilities.
- Attendance: Attend all monthly committee meetings. Committee Member must be in attendance of 80% of all committee meetings.
- Coordinate details of NSBWEP events as needed.
- Scout sponsor partners for in-kind products/services for NSBWEP events and present to Director of Events
- Work with catering companies and/or hoteliers regarding the details of NSBWEP events.
- Visit venue to plan layout of event or receive venue layout from venue.
- Finalize details of NSBWEP events in collaboration and approval from Director of Events.
- Coordinate and monitor event timelines and ensure deadlines are met.





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- Initiates, coordinates and/or participates in all efforts to publicize event.
- Manage onsite logistics on the day of event(s).
- Scout event spaces and provide recommendations to Director of Events
- Recruit Member volunteers to assist with events on the day of.
- Coordinate event logistics, including registration and attendee tracking, presentation and materials support and pre- and post-event evaluations.
- Other duties as needed.

#### **MEMBERSHIP COORDINATORS:**

- A volunteer, non-paid position.
- Work with and report to Director of Membership.
- Holds a “Business” Membership type.
- Term Commitment: Minimum 1-year term commitment.
- Create and achieve yearly SMART Goals for your program sector.
- Commitment to a minimum of 4-hours per month to committee support/responsibilities.
- Attendance: Attend all monthly committee meetings. Committee Member must be in attendance of 80% of all committee meetings.
- Serve as a point of contact person for all member inquiries and funnel that information to the Director of Membership.
- Create inspiring programs/initiatives that will help to retain and recruit new members.
- Create surveys to send to Members to get the pulse of overall membership
- Participate in NEW Membership Orientation
- Create and assist with NEW Member outreach program
- Make sure Members feel welcome within the organization.
- Coordinate details and information of NSBWEP.
- Be a voice in the community to represent NSBWEP.





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- Assisting with member communication activities.
- Coordinating with the Director of Finance and Director of Membership to track membership statistics/revenue.
- Handling all questions, information requests, and complaints regarding membership.
- Possibly represent NSBWEP at events and functions.
- Assist with collecting, analyze, and report member feedback on NSBWEP programs and events; funnel to Director of Membership.
- Other duties as needed.

#### **COMMUNITY LIASIONS**

- A volunteer, non-paid position.
- Work with and report to Director of Communities.
- Holds a “Business” Membership type.
- Assist with boosting morale within your region with initiatives driven by Director of Communities and Board of Directors.
- Act as the bridge between the organization and the community it is aiming to create a loyal audience of Members and potential Members
- Organize and participate at community outreach activities to educate the broader community about NSBWEP, our activities and projects.
- Work collaboratively with Membership Coordinators to facilitate NSBWEP initiatives under the direction of Director of Communities.
- Driving diversity and inclusion initiatives under the direction of Director of Communities.
- Other duties as needed.





## **JOB DESCRIPTIONS**

### **BOARD MEMBER & COMMITTEE POSITIONS**

(Adopted Date: 08.12.2020 | Revision Date: 10.16.2024)

*Note: this document is revised and updated by the NSBWEP Board when deemed necessary*

#### **SOCIAL MEDIA COORDINATOR**

- A volunteer, non-paid position.
- Work with and report to Director of Marketing & Communications.
- Holds a “Business” Membership type.
- Develop, implement, and manage our social media strategy.
- Define most important social media KPIs.
- Ensure social media content is informative, engaging, and appealing.
- Design posts to sustain readers’ curiosity and creating buzz around NSBWEP.
- Measure the success of every social media campaign.
- Stay up to date with changes in all social platforms ensuring maximum effectiveness.
- Develop an optimal posting schedule at a minimum of one week in advance. Post at minimum 3x per week on NSBWEP social media channels; Instagram, Facebook, Twitter, LinkedIn.
- Keep abreast of the latest social media best practices and technologies.
- Use social media marketing tools such as Hootsuite.
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network.
- Suggest new ways to attract prospective audience/Members.
- Coordinate all activities with approval from Director of Marketing and/or Board of Directors.
- Other duties as needed.

#### **CONTENT MARKETING COORDINATOR**

- A volunteer, non-paid position.
- Work with and report to Director of Marketing & Communications.





## **JOB DESCRIPTIONS**

### **BOARD MEMBER & COMMITTEE POSITIONS**

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- Holds a “Business” Membership type.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice
- Assist with developing and managing content blog posts.
- Create and design marketing flyers for print and digital formats.
- Work collaboratively with Social Media Coordinator.
- Other duties as needed.

#### **SPONSORSHIP COORDINATORS:**

- A volunteer, non-paid position.
- Work with and report to Director of Finance.
- Holds a “Business” Membership type.
- Oversee sponsorship efforts for NSBWEPP events to ensure consistency of sponsorship levels and work with sponsors to fulfill sponsorship agreements. Implement sponsorship and marketing plans for each event.
- Will raise funds to help achieve revenue goals that will support all efforts of the organization.
- Will implement the corporate sponsorship strategy based on existing goals and current sponsorship deck.

Help coordinate NSBWEPP-sponsored events with outside organizations; serve as NSBWEPP contact on committees, as necessary.

- Assist with design special event publications, booklets, postcards, posters, newspaper ads, signage, banners, and other promotional publications for NSBWEPP events.
- In collaboration with the Board of Directors and/or Director of Finance, develop and implement the corporate sponsorship strategy based on existing goals and current sponsorship deck.





## **JOB DESCRIPTIONS**

# **BOARD MEMBER & COMMITTEE POSITIONS**

(Adopted Date: 08.12.2020 | Revision Date: 10.16.2024)

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- Develop a pipeline of new and re-occurring prospects; cultivate and develop relationships with promotion and event agencies and secure corporate partners in support of NSBWEP's mission.
- Coordinate logistics for on-site Sponsor activities, track results and create recap reports for all Sponsor partners as determined by the corporate partnership agreement.
- Ensure all Sponsorship deliverables have been met by Sponsors.
- Receive and keep track of all Sponsorship products/services being rendered.
- Other duties as needed.

