

DIRECTOR DESCRIPTIONS

- **Marketing**

- Graphic Design/Merchandise
 - The graphic designer will be in charge of creating any graphics we need. This will include graphics or social media, flyers, banners, and merchandise. This director will work closely with the webmaster. The graphic design director needs to be proficient in photoshop and illustrator or equivalent.
- Special Projects/Kickoff Director
 - The Special Projects/ Kickoff director is responsible for planning and executing our annual Kick-Off event in the fall held in the Plaza of the Americas. The goal of this event is to sign people up for the walk and spread awareness of our mission. Responsibilities include promoting events, applying for permits, acquiring food, organizing merchandise, and delegating tasks to staff. Additionally, the Special Projects/ Kickoff director will handle a variety of projects such as the Homecoming Parade Float and painting the Norman Tunnel. Responsibilities include organizing people to staff these projects and acquiring the supplies to execute.
- Photographer/Videographer
 - The photographer/videographer is responsible for creating photo and video content to be posted on social media and at our events. Director must be able to attend all events and have a professional camera.
- Webmaster/Linkedin/Facebook Director
 - The webmaster will be in charge of managing our website, Linkedin, and Facebook. They will be responsible for professional engagement for the organization and for posting on our social media frequently along with working closely with the graphic designer.

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- **Personnel**

- Personnel Directors
 - Personnel directors will be assisting overalls by overlooking staff tabling and helping overalls to organize events, lead effective meetings, and ensure that staff are disciplined and dedicated. Personnel directors need to be organized and committed to leading their own group of about 30 staff.

- **Treasurer**

- Fundraising Director
 - The fundraiser director will work closely with the treasurer to track fundraising progress throughout the year. Additionally, the fundraising director will be responsible for coming up with fundraising ideas for meetings and for individual members.
- **Greek Affairs**
 - Greek Bowl
 - Greek Bowl Directors will be in charge of assisting overalls in planning and running our Greek Olympics event. Responsibilities will include organizing vendors and equipment for the event, marketing to Greek Organizations, and ensuring the event runs smoothly.
- **Recruitment**
 - College Recruitment
 - College Recruitment Directors will contact and form relationships with point people from each of the undergraduate colleges, which include but are not limited to the College of Liberal Arts and Sciences, College of Nursing, and College of Agricultural and Life Sciences. They will also encourage teams, composed of students and/or faculty, representing their respective colleges to meet fundraising goals leading up to the walk in November.
 - IFC Recruitment
 - IFC Recruitment Director will be in charge of communicating with Fraternities under IFC. This includes announcing, communicating information about the Greek Olympics, encouraging fundraising and raising involvement within the Greek Community for the March of Dimes Collegiate Council. Membership within this council is preferred.
 - MGC/NPHC Recruitment
 - MGC/NPHC Recruitment Director will be in charge of communicating with organizations under MGC/NPHC. This includes announcing, communicating information about the Greek Olympics, encouraging fundraising and raising involvement within the Greek Community for the March of Dimes Collegiate Council. Membership within this council is preferred.