

Western Laadliyan Chapter

Western Laadliyan Chapter **2026-2027 Director Role Descriptions**

All directors and representatives are expected to attend executive meetings, support Laadliyan initiatives, and contribute positively to the organization's mission throughout the academic year.

Communication Directors

Internal Communications Director (X1): The Internal Communications Director will work closely with the Vice President of Communications to support sponsorship outreach and maintain relationships with community partners and sponsors.

- **Main Responsibilities:**

- ☐ Research and recommend potential organizations, clubs, sponsors, and charitable organizations that align with Laadliyan's mission
- ☐ Conduct outreach to prospective organizations, clubs, sponsors, and charitable organizations
- ☐ Maintain relationships through communication with current partners/sponsors
- ☐ Collaborate with the Events portfolio to identify and secure partners for events and initiatives
- ☐ Collaborate with the Finance portfolio to coordinate sponsors and ensure all donations are directed to the designated charitable organization

- **Time Commitment:** ~ 2-3 hours, extra during events

External Communications Director (X1): The External Communications Director will work closely with the Vice President of Communications to support Laadliyan's public outreach, marketing, and promotional initiatives.

- **Main Responsibilities:**

- ☐ Design engaging social media content (posters, event information, fundraiser information, etc) to be posted across club platforms
- ☐ Create promotional posts through graphic design platforms
- ☐ Monitor social media accounts engaging in comment sections, answering inquiries through messaging, and having an online presence.
- ☐ Attend executive meetings contributing in communications and marketing discussions
- ☐ Collaborate with the Events portfolio to develop promotional materials for upcoming events

- **Qualifications**

- ☐ Experience with creating posts, editing, and graphic design.
- ☐ Familiarity with graphic design platforms is an asset

- **Time Commitment:** ~ 2-3 hours

Photographer (X1): The Photographer will work closely with the Vice President of Communications to capture and organize visual content for Laadliyan events and initiatives.

- **Main Responsibilities:**

- ☐ Attend club events and capture high-quality photographs and videos
- ☐ Communicate with Communications to ensure all photo/video needs are met for promotion
- ☐ Edit, organize and upload all media to club's shared archive
- ☐ Have access to a personal device (phone, camera) capable of capturing high-quality photos and videos

- **Qualifications**

- ☐ Experience with photography and videography
- ☐ Familiarity with photo editing platforms is an asset

- **Time Commitment:** ~ 1-2 hours + length of event

Finance Directors

Finance Directors (X1): The Finance Director will work closely with the VP of Finance to help secure funding for events and initiatives. Responsibilities include researching funding opportunities, assisting with grant and sponsorship applications, and conducting outreach to potential external partners. Finance Directors are expected to be proactive, organized, and committed members of the Finance portfolio.

- **Main Responsibilities:**

- ☐ Assist the VP of Finance in identifying and applying for funding opportunities through USC and external organizations.
- ☐ Research and track available grants, sponsorships, and funding programs.
- ☐ Help prepare and submit funding applications and supporting documentation.
- ☐ Conduct outreach to potential sponsors, donors, and community partners.
- ☐ Maintain records of funding applications, sponsorship contacts, and funding outcomes.
- ☐ Support budget planning for club events and initiatives.

- ☐ Collaborate with the executive team to ensure funding needs are met for upcoming projects and events.
- **Time Commitment:** ~ 1-3 hours per week, with additional time required during events to secure funding and ensure budget is met

Event Directors

Events Directors (X2): The events directors will work closely with the Vice Presidents of Events to support the planning, organization, and execution of Laadliyan's events and initiatives. Event directors are expected to demonstrate leadership, reliability, and commitment as members of the Events portfolio.

- **Main Responsibilities:**
 - ☐ Contribute to brainstorming, planning, and executing on-campus events that promote awareness of Laadliyan's mission
 - ☐ Coordinate event planning requirements and oversee the completion of necessary arrangements while working closely with the Vice Presidents of Events and Presidents
 - ☐ Attend all executive meetings/portfolio initiatives, and contribute to discussions
 - ☐ Collaborate with the Finance and Communication portfolios to secure event funding and event promotion, respectively
- **Time Commitment:** ~3-5 hours per week, with additional time required during events

Year Representatives

First-Year Representative (1): The First-Year Representative will serve as a liaison between first-year students and the executive team, helping to promote engagement and ensure student perspectives are represented within Laadliyan.

- **Main Responsibilities:**
 - ☐ Represent the interests and perspectives of first-year students
 - ☐ Promote events and initiatives within the first-year student community
 - ☐ Assist with event execution and member engagement
 - ☐ Attend executive meetings and contribute to discussions
- **Time Commitment:** ~2–3 hours per week

Second-Year Representative (1): The Second-Year Representative will serve as a liaison between second-year students and the executive team, helping to promote engagement and ensure student perspectives are represented within Laadliyan.

- **Main Responsibilities:**

- ☐ Represent the interests and perspectives of second-year students
- ☐ Promote events and initiatives within the second-year student community
- ☐ Assist with event execution and member engagement
- ☐ Attend executive meetings and contribute to discussions

- **Time Commitment:** ~2–3 hours per week