

“Reaching Outwards for Outrageous Team Success” (ROOTS) Leadership Roles



**THE
RAINMAKER
EFFECT**

Event President



General Responsibilities:

- Support and assist the Event Chair and President in staff meetings
- Demonstrate servant leadership throughout the planning and running of the event

Specific Responsibilities

- Work with staff to document event goals and vision and coordinate final buyoff of goals and vision
- Work with event staff to assign duties and responsibilities to event staff and ensure tasks are completed
- Set an example to staff of servant leadership and how to lead effectively
- Coordinate with event staff to plan ahead for and lead staff in meetings when needed
- Help to communicate event announcements
- Lead problem-solving during planning period before the event
- Ensure the event is a safe place for participants
- Lead staff in the accomplishment of event goals and vision

(Event Segment) Vice President



General Responsibilities:

- **Assign duties and responsibilities to event support staff and make sure they are completed**
- **Support and assist the President in staff meetings**
- **Set the example for event staff for leadership and service to others**
- **Demonstrate servant leadership throughout the planning and running of the event**

Specific Responsibilities

- **Document equipment and materials required to run the Event**
- **Document a plan for success in running your Event segment**
- **Document and publish the day of event schedule for your Event segment (Coordinate with Event Chair and Event President)**
- **Identify the staff requirements to support your Event segment**
- **Help identify volunteers to support staffing requirements for your Event segment**
- **Coordinate with the Director of Finance to identify a budget for your Event segment**
- **Coordinate with the Director of Communication and Marketing to identify messaging and marketing requirements for your Event segment**

Director of Finance



General Responsibilities:

- Support and assist the Event Chair and President in staff meetings
- Demonstrate servant leadership throughout the planning and running of the event

Specific Responsibilities

- Coordinate with event Chair, President and Event Vice Presidents to document budget requirements to support event
- Document an overall event budget in coordination with Finance Mentor
- Coordinate with event chair to release Event Funds for event expenses prior to event
- Track event expenses against budget
- Track event income against budget
- Innovate new ways to improve budgeting and tracking of budget for event Staff

Director of Communication



General Responsibilities:

- Support and assist the Event Chair and President in staff meetings
- Demonstrate servant leadership throughout the planning and running of the event

Specific Responsibilities

- Employ social media and web capabilities including Instagram, Facebook, twitter, snapchat, etc. to for communications with event staff and stakeholders
- Help grow event attendance
- Help grow community, school and school district involvement
- Coordinate with event Chair to keep event websites up-to-date with latest status and information
- Coordinate publishing of periodic communications according to Communication Plan
- Publish Staff reminder announcements as needed in support of Event Chair and Executive Board /staff members
- Coordinate generation and dissemination of Community-wide marketing announcements
- Coordinate putting together event signage as needed in community and at event
- Innovate new ways to improve communication and engagement with event stakeholders

Director of Marketing



General Responsibilities:

- Support and assist the Event Chair and Event President in staff meetings
- Demonstrate servant leadership throughout the planning and running of the event
- Specific Responsibilities
- Develop and implement of the Event Marketing and Brand strategy.
- Oversee implementation of the Marketing strategy including campaigns, events, digital marketing, and public relations.
- Work closely with the Event Chair, Event President, and Event Vice Presidents and enable them to meet their event goals and objectives by providing effective marketing tools, materials and presentations
- Work closely with Event President and Event Vice Presidents to define Event marketing materials.
- Manage Event social media presence and direct programs to improve social media reputation and recognition.
- Coordinate with Director of Communications to define marketing communications for the Event.

Director of Logistics and Security



General Responsibilities:

- Support and assist the Event Chair and President in staff meetings
- Demonstrate servant leadership throughout the planning and running of the event

Specific Responsibilities

- Assign duties and responsibilities to support staff that have been assigned to them by the SPL and ensure they are completed
- Support and assist the Event Chair and Event President in staff meetings
- Document quartermaster list for ...
- Coordinate Facility setup
 - Coordinate event equipment and location requirements
 - Coordinate event layout
 - Coordinate with Facilities and Security Adult Chair to document event facility map
 - Identify staff (with Facilities and Security Adult Chair) needed to setup facility on day of event
 - Communicate as required with event security on day of event
 - Event arrival coordination for staff and event participants
 - Event Facility Cleanup and Tear Down (Coordinate with Staff to ensure location is left as it was when we arrived)