

# YPAL Board Positions

Thank you for your interest in being a part of the YPAL Board.  
Our positions below are tied directly to our mission pillars, *connect*, *engage* and *develop*.



## **PRESIDENT Job Description**

### **Job Responsibilities**

- Manage strategic direction of the organization
- Manage full-time Executive Director
- Solicit sponsors to maintain financial health and direction of organization (with help from the Executive Director and Executive Committee)
- Maintain existing sponsor relationships
- Assist President-Elect with Advisory Council relationship management
- Communicate with Presidential Suite on major initiatives and organizational changes
- Responsible for making non-budgeted, immediate decision on YPAL's behalf
- Act as main representative to other community YP groups (Louisville Urban League Young Professionals, Prospanica, etc.)
- Serve as YPAL liaison on the following board of directors:
  - Greater Louisville Inc. (GLI)
  - Louisville Downtown Partnership (LDP)
  - Leadership Louisville Center (LLC)
- Represent YPAL at community events (GLI, Business First, Leadership Louisville Center, etc.)
- Drive overall initiatives of the organization with strategic plan in mind
- Plan and execute two board retreats
- Ensure VPs and Directors have the information and relationships needed for a successful year
- Help with YP Unite Summit details and execution
- Assist with member retention, recruitment, and ensure that YPAL reflects community industries, races, etc.
- Interact with local leaders and decision makers to keep YPAL top-of-mind
- Act as the YPAL spokesperson to media outlets
- Help President-Elect select Nominating Committee

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Organize two Board retreats (one in summer; one in late fall/early winter)
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$10,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.



## **PRESIDENT-ELECT Job Description**

### **Job Responsibilities**

- Chair YPAL's Advisory Council and keep them updated on monthly Board activities
- Organize annual Advisory Council meeting
- Help President plan retreats
- Advise YPAL President, Board, and Executive Committee as needed
- Head Strategic Planning Committee, if applicable
- Oversee Vice Presidents with development of their individual Directors' and business plan for each committee so members have a clear understanding of (i) the goals of his/her committees and (ii) how to achieve such goals
- Serve as the YPAL Liaison on the Metro United Way's Board of Directors
- Manage YPAL Board/Advisory Council mentor/mentee matching process
- Assist President in organizing annual meetings with Mayor, Louisville Forward representatives
- Organize Nominating Committee during board interview process

### **General responsibilities as a Board member**

- Must be a current YPAL Board member to apply for President-Elect
- Attend all signature events
- Attend monthly Board meeting (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Assist in committee activities
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **IMMEDIATE PAST PRESIDENT Job Description**

### **Job Responsibilities**

- Manage Lunch for 11 Series
- Assist President in organizational goals to ensure overall success
- Serve as the YPAL representative on the Fund for the Arts Board of Directors
- Serve as YPAL representative on the YPAL Foundation board

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **VICE PRESIDENT OF ENGAGEMENT Job Description**

### **Job Responsibilities**

- Oversee committee directors for Community Outreach and Public Issues
  - Ensure assigned committees' activities follow the mission/strategic plan
  - Conduct quarterly meetings with assigned committee directors
- Assist President, President-Elect, and staff in execution of strategic plan action items and measurements
- Serve as the primary liaison between the Executive Committee and Directors
  - Set up a 1:1 meeting with Directors to build an action plan so they have a clear understanding of why they are serving on a committee and what their role and responsibilities are
- Oversee any advocacy initiatives of the organization (should be channeled through Public Issues Committee)
- Plan one Quarterly Lunch

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Assist in committee activities
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **VICE PRESIDENT OF DEVELOPMENT**

### **Job Description**

#### **Job Responsibilities**

- Oversee committee directors for Leadership and Professional Development
  - Ensure assigned committees' activities follow the mission/strategic plan
  - Conduct quarterly meetings with assigned committee directors
- Assist President, President-Elect, and staff in execution of strategic plan action items and measurements
- Serve as the primary liaison between the Executive Committee and Directors
  - Set up a 1:1 meeting with Directors to build an action plan so they have a clear understanding of why they are serving on a committee and what their role and responsibilities are
- Plan one Quarterly Lunch
- Help Director of Leadership oversee Emerging Leaders Program
- Ensure Director of Professional Development excels with Excelerate Workshops
- Manage the application, judging, and announcement of YPAL Awards

#### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Assist in committee activities
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

#### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **VICE PRESIDENT OF PUBLIC RELATIONS**

### **Job Description**

#### **Job Responsibilities**

- Oversee directors for Technology, Communications, and Social Media
  - Ensure assigned committees' activities follow the mission/strategic plan
  - Conduct quarterly meetings with assigned directors
- Oversee Request for Proposal process for enhancements to information technology systems and public relations/marketing contracts, as identified by the President
- Oversee all institutional branding campaign efforts
- Assist President, President-Elect, and staff in execution of strategic plan action items and measurements
- Serve as the primary liaison between the Executive Committee and Directors
  - Set up a 1:1 meeting with Directors to build an action plan so they have a clear understanding of why they are serving on a committee and what their role and responsibilities are
- Plan one Quarterly Lunch
- Annual audit of communications mediums

#### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Assist in committee activities
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

#### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **VICE PRESIDENT OF CONNECTION Job Description**

### **Job Responsibilities**

- Oversee directors of Recruitment, Membership, and Diversity & Inclusion
  - Ensure assigned committees' activities follow mission/strategic plan
  - Conduct quarterly meetings with assigned committee chairs
- Oversee and assist in planning logistics for the YP Unite Summit and help ED maintain communications with regional YP groups in regards to the Summit
- Serve as the primary liaison between the Executive Committee and Directors
  - Set up a 1:1 meeting with Directors to build an action plan so they have a clear understanding of why they are serving on a committee and what their role and responsibilities are
- Assist President, President-Elect, and staff in execution of strategic plan action items and measurements
- Plan one Quarterly Lunch

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Assist in committee activities
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.



## **SECRETARY Job Description**

### **Job Responsibilities**

- Take minutes at all Board meetings, Executive Committee meetings, and any other special meetings
- Make minutes of Board and Executive Committee meetings available to the Board or Executive Committee, as applicable, before the next scheduled Board or Executive Committee meeting (or earlier upon request, provided that the Secretary shall have at least five business days to deliver the minutes upon such request).
- Keep official YPAL records (including but not limited to):
  - 501(c)(6) records
  - Bylaws and revisions
  - Policies and procedures
  - Annual report to Secretary of State
  - Articles of Incorporation (a copy of which can be retrieved from the Kentucky Secretary of State's website)
  - All contracts and agreements entered into by YPAL (with appropriate vendors, sponsors, etc.)
- Obtain executed Conflict of Interest and Confidentiality Agreements from all Board members
- Review and approve all contracts (or have appropriate designee review and approve)
- Keep active and up-to-date register of contact information (including, but not limited to mailing addresses, e-mail, phone numbers, etc.), for all Board members and Advisory Council members
- Collect committee reports from each VP prior to the monthly Board meeting
- Prepare YPAL meeting agendas and distribute prior to each meeting
- Coordinate review of and updates to the policies and procedures

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues
- Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.



## **TREASURER Job Description**

### **Job Responsibilities**

- Serve as liaison with financial vendors, including recommending classification of revenues and expenses and reconciling expected revenues and expenses to actual
- Tracking the collecting of receivables and payables
- Summarize budgets for reporting to the Board on a monthly or as-needed basis
- Present a monthly report to the Board including:
  - Income statement
  - Budget (actual vs. budget)
  - Event summary (with previous year comparisons if applicable)
- Co-sign with the President on checks over \$250
- Review monthly financial statements with invoices and other supporting documentation to ensure proper reporting and accurate financial picture for the organization
- Review monthly bank reconciliation
- Review monthly merchant statement
- Review and approve expense reports weekly for each board member (ensure proper documentation and account designation)
- Review bank account balances weekly to ensure proper cash balances for uninterrupted business activity
- Oversee investment policy
- Work with the executive director, president and president-elect to determine the budget for a 6-month period to be presented to the board of directors for approval (2 times per year)
- Work with executive director and payroll vendor to get all payroll forms complete for any YPAL employee and provide them the payroll information for biweekly payroll
- Ensure compliance with IRS filing requirements (Form 1099) due by January 31 of each year 1099's are required to be issued to all unincorporated entities – including LLPs and LLCs – who you paid \$600 or more for services, rent, interest, dividends or prizes/awards)
- Ensure compliance with IRS filing requirements (Form 990) due by the 15<sup>th</sup> day of the 5<sup>th</sup> month following tax year-end (YPAL year-end is June 30<sup>th</sup>), so November 15<sup>th</sup> (There is an automatic 6-month extension of time to file if needed as long as it is filed by the original due date)
- Maintain all necessary documents for ease of transition between treasurers so they can be easily transferred

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Organize two Board retreats (one in summer; one in late fall/early winter)
- Recruit new members to the organization
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$5,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service



## **Treasurer Job Description, cont'd**

### **Additional responsibilities as an Executive Committee member**

- Ensure continuity in committee strategies, update as needed, and aid in event consistency according to master schedule
- In addition to regular board meetings, also attend the one Executive Committee meeting per month
- Work with other Executive Committee members to address strategic issues. Seek opportunities outside of the immediate job responsibilities to assist in the continued growth and success of the organization, e.g., special projects, etc.

## **DIRECTOR OF COMMUNICATIONS**

### **Job Description**

#### **Job Responsibilities**

- Write and distribute the Weekly Update E-mail and E-blasts
- Write press releases and distribute (with the help of Committee Directors)
- Maintain media database
- Oversee all contact with media
- Develop strong relationships with media partners
- Coordinate media interviews for the President or Executive Director
- Create a committee to assist in PR efforts for the organization
- Provide a way for committees to have access to PR assistance in their planning process
- Generate consistent media opportunities for YPAL
- Plan and execute 1 event in the Connect, Engage, and Develop Series
- Work with Executive Director to support YPAL sponsorship assets
- Audit email sign-ups and press release pick-up annually
- Manage committee

#### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in Summer; one in late Fall/early Winter)
- Maintain communication with all committees to ensure there is some recruitment element to ALL events
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

*Note: Public relations, photography experience and strong writing skills are a plus for this board position.*

## **DIRECTOR OF COMMUNITY OUTREACH**

### **Job Description**

#### **Job Responsibilities**

- Coordinate quarterly community service events and opportunities
- Plan Community Connections Quarterly Lunch (held once-a-year)
- Plan and execute 1 -2 events in the Connect, Engage, and Develop Series
- Execute a community outreach plan that helps achieve strategic plan initiatives and YPAL's mission of "engaging" in the community
- Work with the Executive Director to posted volunteer opportunities and open nonprofit board positions via YPAL's Nonprofit Spotlight Blog
- Manage committee

#### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF DIVERSITY & INCLUSION Job Description**

### **Job Responsibilities**

- Plan and execute quarterly 5:48 Networking events
- Plan and execute 1 -2 events in the Connect, Engage, and Develop Series
- Serve as one of the liaisons with community partners
- Work with Presidential Suite to maintain relationships with the following community partners:
  - Louisville Urban League Young Professionals (LULYP)
  - Prospanica Louisville
  - Junior League of Louisville
  - Other community/membership groups
- Work with the Director of Recruitment to advance diversity, equity and inclusion commitment
- Manage the event descriptions on website
- Work with Director of Technology to ensure zip code, neighborhood, accessibility, etc. are listed for each event

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF LEADERSHIP Job Description**

### **Job Responsibilities**

- Plan and execute 2 Drinks and Details events and actively recruit participants for ELP
- Coordinate with VP of Public Relations to facilitate the marketing of ELP
- Oversee and execute the two classes of the Emerging Leaders Program (ELP) annually - this includes liaising with the program facilitator, obtaining speakers, managing logistics for the classes, and building the curriculum
- Coordinate with the VP of Programming to complete strategic plan items related to ELP
- Work with VP of Public Relations, the Director of Communication, and the Director of Social Media to facilitate the marketing of Excelerate Workshops
- Obtain feedback from ELP participants and adjust program curriculum based on feedback, if necessary
- Manage committee

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF MEMBERSHIP**

### **Job Description**

#### **Job Responsibilities**

- Oversee the Ambassador program
- Help brainstorm and carry out member retention initiatives
- Coordinate active outreach on membership renewal and recruitment with help from the Ambassadors and Board of Directors
- Coordinate with the Executive Director to oversee Membership Benefits and coordinate with the Director of Technology to maintain their posting on the YPAL website
- Create “Member Only” events with Executive Director to enhance member experience
- Respond to potential member and member inquiries
- Work in conjunction with the Director of Technology to solicit member feedback through a six-month member survey, etc. and coordinate with the Executive Director and VP of Engagement on all annual membership surveys
- Coordinate with the Executive Director on sponsorships to identify corporate membership opportunities

#### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL’s values of growth, community, diversity & inclusion, integrity and service



## **DIRECTOR OF PROFESSIONAL DEVELOPMENT Job Description**

### **Job Responsibilities**

- Plan and execute at least 3 Excelerate Workshops through identifying topics, speakers, facilitators and logistics for the program by utilizing member feedback
- Ensure Excelerate Workshops provide YPAL members with timely, relevant and inclusive content and resources
- Coordinate with VP of Public Relations, the Director of Communication, and the Director of Social Media to facilitate the marketing of Excelerate Workshops
- Coordinate with the VP of Programming to complete strategic plan items related to Excelerate Workshops
- Obtain feedback from Excelerate Workshop participants and adjust the program based on feedback
- Manage committee

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF PUBLIC ISSUES Job Description**

### **Job Responsibilities**

- Organize YP Day at the Capitol during State Legislative Session
- Manage Advocacy Policy
- Plan and execute 1 -2 events in the Connect, Engage, and Develop Series
- Organize events on “hot topics” and events with elected officials in the community
- Create initiatives around civic-related activities, including, but not limited to, “Get out to Vote”, the U.S. Census, and other events
- As necessary, update the Board on important public issues in the community
- When appropriate, work with the VP of Community and Director of Social Media to poll the membership on important public issues
- Manage committee

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL’s values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF RECRUITMENT Job Description**

### **Job Responsibilities**

- Plan and execute YPAL Road Shows (mobile recruitment events) and YPAL 101 within organizations around Kentuckiana
- Plan and organize quarterly YPAL 101
- Coordinate outreach strategies with the Directors of Membership and Diversity and Inclusion
- Partner with committees to utilize events for membership recruitment
- Maintain updated membership one-sheeter and PowerPoint
- Manage and update YPAL website content related to recruitment
- Respond to potential non-member inquiries
- Work in conjunction with Director of Membership to solicit new member feedback
- Maintain and build new relationships with companies to provide a system for recruiting new members
- Plan and execute 1 -2 events in the Connect, Engage, and Develop Series

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

## **DIRECTOR OF SOCIAL MEDIA Job Description**

### **Job Responsibilities**

- Oversee social media channels including Facebook, Twitter, LinkedIn, and Instagram
- Post on YPAL social media regularly (numerous times each week)
- Engage with YPAL attendees on social media and answers questions on a daily basis
- Organize advertising placements
- Handle posting both paid and unpaid social campaigns
- Manage “YPAL Member of the Month” and takeover campaigns
- Oversee ad designs, maintain ad calendar, and submit ad artwork
- Plan and execute 1 event in the Connect, Engage, and Develop Series
- Ensure that YPAL is following organizational design standards for promotional materials
- Create any promotional printed materials
- Audit social media channels annually including Facebook, Twitter, LinkedIn, Instagram, etc.

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meetings (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps
- Recruit new members to the organization
- Responsible for posting the content pertaining to events and maintaining up-to-date event details on the website at all times
- Each board member should keep detailed notes of their YPAL activities and pass them to their successor to ensure a smooth transition
- Raise a minimum of \$1,000
- Recruit a potential successor at the end of board term
- Work consistently to advance YPAL’s values of growth, community, diversity & inclusion, integrity and service

*Note: Graphic design, photography and/or video editing skills/experience are a plus for this board position.*

## **DIRECTOR OF TECHNOLOGY Job Description**

### **Job Responsibilities**

- Develop YPAL technology, both internal and external
- Develop and implement a Technology plan for the organization
- Manage process for directors to submit information for email updates
- Respond to member requests/questions to the YPAL Administration e-mail address
- Familiarity with WordPress or similar platform
- Maintain the YPAL website and associated assets:
  - Domain Name
  - Hosting Vendors
  - Membership Software
  - Payment Integration
  - Internal Listserv
  - Other Third-Party Platforms
- Plan and execute 1 event in the Connect, Engage and Develop Series

### **General responsibilities as a Board member**

- Attend all signature events
- Attend monthly Board meeting (approximately two hours a month)
- Attend two Board retreats (one in summer; one in late fall/early winter)
- Manage committee to ensure requirements set forth in committee description, goals and bylaws, as applicable, are abided
- Maintain communication with all committee members, which include emailing monthly meeting reminders and meeting minutes/recaps.
- Recruit new members to the organization
- Recruit a successor for your office
- Responsible for keeping and posting the content pertaining to your events up-to-date on the website at all times
- Each member of the board of directors should keep detailed notes of his or her YPAL activities electronically, in a binder, or in another manner that will ensure a smooth transition when each Director's successor is elected to the Board.
- Raise a minimum of \$1,000
- Work consistently to advance YPAL's values of growth, community, diversity & inclusion, integrity and service

*Note: Website design and any IT skills/experience are a plus for this board position.*

