



PPGDB

Leadership Structure Position Descriptions

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Leadership Structure

Executive Board

PRESIDENT
x

VICE PRESIDENT
x

TREASURER
x

SECRETARY
x

FPP DELEGATE
x

Leadership Team

PROGRAM DEVELOPMENT DIRECTOR
x

Committee

- Program Coordination
- Conference Coordination
- Mentoring Program
- Print Competition

MEMBERSHIP DIRECTOR
x

Membership Committee Recruitment

- Recruitment
- Hospitality
- Membership

MARKETING DIRECTOR
x

Marketing Communication Committee

- Webmaster
- Social Media
- Newsletter

STUDENT DELEGATE
x

Eligibility

Qualifications:

- Is a Professional or Life member of PPGDB.
- President must be a PPA member.
- At least one board member must be an FPP member.

Term(s):

- Serves for a term of one (1) year or until his/her successor is elected.
- Exception - the FPP Delegate is a 2 year term.

To Remain a Board Member in Good Standing:

- Fully carries out all the duties and responsibilities of held position.
- Attends regular meeting and event attendance.
- Abides by policies and bylaws of club.
- Abides by code of ethics.

Board Responsibilities

As the highest leadership body of the guild and to satisfy its roles and duties, the board is responsible for:

- Determining the mission and purpose of PPGDB.
- Selecting and evaluating the performance of the board members.
- Strategic and organizational planning.
- Ensuring strong fiduciary oversight and financial management.
- Fundraising and resource development.
- Approving and monitoring the guild's programs and services.
- Enhancing the guild's public image.
- Assessing its own performance as the governing body of the guild.

Individual Board Members

Each individual board member is expected to:

- Know the guild's mission, policies, programs, and needs.
- Faithfully read and understand the guild's financial statements.
- Serve as active advocates and ambassadors for the guild 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 guild's mission.
- Help identify personal connections that can benefit the guild's fundraising and reputation.
- Prepare for, attend, and conscientiously participate in board meetings.
- 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.
- Maintain confidentiality about all internal matters of the guild.

President

STRATEGIC LEADERSHIP:

- Offers leadership by coordinating and planning the strategic direction and long term “health” of the PPGDB organization.
- Oversees the administration of the activities of PPGDB.
- Facilitates a smooth operation of PPGDB to ensure strategic objectives and goals are met.
- Monitors the changing needs of PPGDB and its performance, and makes recommendations to ensure the ongoing needs are met
- Facilitates decision making and action regarding short and long term issues that arise.
- Facilitates actions that are best for the greater good and overall health of PPGDB.
- Supports Executive Board and Committee members on matters relating to their roles and responsibilities, and offers support as required.
- Reviews and monitors PPGDB performance and member feedback and facilitates actions as required.
- Assign two members to audit treasurer annual report.
- Oversees and maintains guild policies in concert with affiliate requirements and regulations.

REPRESENTATION / COMMUNICATION:

- Ensures that the best interest of PPGDB and membership are addressed at all times.
- Represents the guild with external organizations, photography community and general public to promote the best interest of PPGDB.
- Works with Secretary and FPP Delegate to properly file all books, reports and minutes as required by applicable affiliations and law.
- Works with Secretary to respond to all correspondence pertinent to PPGDB.
- Oversees and contributes to the timely and routine communication to members and public through website, social media and newsletters.
- Works with the Board to prepare the President’s Annual Report. Ensures it is distributed to all members.
- Works with Student Delegate to build a relationship with the college leadership and present to student body associations or events.

PPGDB MEETINGS:

- Plans, prepares agendas and facilitates all PPGDB board and chapter meetings. Ensures meetings run according to schedule.
- Promotes a harmonious and enjoyable meeting.
- Initiates and chairs special meetings as required in order to manage events and issues that arise that may require board or member input.
- Monitors and follows up on all agreed upon actions arising from previous meetings.
- Works with Secretary to ensure meeting agenda and minutes are distributed.
- Communicates and/or distributes all relevant information to members.

BOARD POSITIONS & SUCCESSION PLANNING:

- Works with the board to appoint Directors, Committee Members, Committee Chairs and Special Task Groups.
- Plans and chairs an annual transition meeting to ensure a smooth transition from the current leadership to the new leadership.

Vice President

STRATEGIC LEADERSHIP:

- Carries out the duties of the President as required or as situations arise resulting in the unavailability of the President. Assumes all duties of the president until the president is able to resume their duties.
- In the event of a vacancy in the office of President, assumes that position for the balance of the term.
- Assists with the strategic direction and actions of PPGDB to ensure a smooth operation and general growth and “health” of the guild.
- Provides members with ongoing guidance and support on matters related to PPGDB strategic direction, responsibilities and events.
- Maintains ongoing awareness of PPGDB performance.

REPRESENTATION:

- Represents the organization as needed with external organizations, photography community and general public to promote the best interest of PPGDB.

BOARD & COMMITTEE SUPPORT:

- Directly responsible to work with and oversee all committee chairs/directors as needed.

Treasurer

- Be fully aware of the financial position of the guild at all times and keep the Committee informed of all financial trends and any areas of concern
- Serves as main point of contact regarding matters associated with guild finances.
- Serve as the custodian of the funds of PPGDB to receive, hold and manage funds.
- Maintains and oversees day-to-day operating funds in a bank account.
- Maintains accurate balance sheet including all receipts and expenditures as required.
- Tracks and reports on approved budgets to ensure expenditures remain within approved amounts.
- Shall disburse funds as approved by the Board of Directors, or as legally required.
- Works directly with Membership Director to collect dues at association meetings and issue receipts accordingly.
- Oversees Purchases of any door prizes, raffle tickets and maintains records accordingly.
- Pays bills and invoices as directed by Board or President.
- Submits the Treasurers records for audit by two members as appointed by the President. This audit should be completed no later than one week prior to the Annual Meeting.
- Keeps financial journal current and available at all Board meetings for inspection if requested.
- Prepares a Treasurer's report for all Board meetings, to include a summary report, and prepares a balance sheet to be published annually in the official newsletter of PPGDB and available for all members.
- Reports current account balance and an outline of previous months income and expenses at each regular business and executive meeting.
- Produces and files all reports as required by law, in a timely manner.
- Works with executive board to prepare a quarterly/annual budget to be approved by the board of Directors.
- Prepares annual budget outlining projected income and expenditures.
- Prepares a quarterly and annual Financial Report.
- Reports on finance related matters or any issues of concern promptly. Seeks assistance as required.
- Follows up on finance related transactions and correspondence to ensure all invoices and bills are paid timely.
- Makes recommendations regarding fundraising activities as applicable.
- Reviews membership fees annually and makes recommendations regarding changes to fee structure.
- Be signatory on all guild bank accounts. Ensure a minimum of three committee members are authorized to sign guild checks.
- Must file tax return for PPGDB.

Secretary

- Prepares and coordinates the distribution of official information to all members in consultation with the President and board members.
- Serves as the official point of contact and “postal address” for incoming communications (voice, paper, mail, digital)
- Reports on correspondence (in and out) and other items of interest that impact PPGDB.
- Works with the President on PPGDB matters that arise to write and maintain a full record of all formal board and committee meetings.
- Ensures minutes of all meetings are taken, summarized and distributed in agreed upon timelines.
- Assists with preparation of the annual report and any presentation materials for distribution.
- Ensures members are informed of new news items, club activities and upcoming events.
- Assists as needed with meetings and events.
- Assists with setting and scheduling meeting dates with leadership team and board. Be the point of contact for meeting times and information.
- Assists with tracking action items, due dates and follow up needed on all PPGDB business and board meetings.
- Maintains both electronic, electronic back up, and hard copy of all business documents and communication records. (Maintain in 3 places)
- Coordinate meeting agendas with President.
- The Secretary shall also handle all correspondence not otherwise assigned and maintain a file of such correspondence.
- Monthly, Quarterly and Annual Reporting

Competition Manager

Oversees and manages internal guild competition with the goal of preparing members for state, district, and international formal Competition events.

COMPETITION RULES

- Ensure guild competition rules are aligned and maintained with state, district and/or international organizational rules.
- Assists members to understand rules, especially when changes are made.
- Educate members on competition rules at for PPA, WPPI, FPP, etc.
- Communicates routinely and timely with all members about competition opportunities, rules and submission deadlines.

COMPETITION ENTRIES

- Coordinates with judges prior to competition. Maintain list of judges names and contact details.
- Manages entries to ensure submissions are timely and well coordinated.
- Validates entries upon receipt to ensure they comply with competition rules and categories.
- Submits images to the judge within agreed upon timeframes (if applicable)
- Ensures judges are familiar with venue, dates, times and details
- Issues all members a competition number and maintain register of these numbers.

COMPETITION EVENT

- Introduces and thanks each judge. Ensure they are paid if applicable.
- Assists judges with set up and/or display of images.
- Issues place getters with certificates (awards/trophies) on the night if a judge has provided results prior to the competition meeting. Otherwise issue at next meeting.
- Maintains record of all entries and results
- Keeps members informed of external competitions/coordinates with Marketing Director on the calendar of competition events throughout state, district, and international competitions.
- Communicates with award winners and submissions immediately (within 24 hours), works with Communication Director to announce on social media, website, etc.
- Manages merit requests for judges, speakers, etc. (or who should do this?)

Membership Director

- Develops a recruitment plan to attract and increase membership to PPGDB.
- Welcomes, assists and signs up new members.
- Works with Treasurer to collect Member Dues and Visitor Entry Fees.
- Keeps an up-to-date roster of all club members and distributes it to the Board; Maintains a member register (names and contact details) of current and past members.
- Ensures that name tags are created for new members. (Idea for plastic name tag holders and possibly using bus cards)
- Ensures the name tag container is at each regular meeting; and name tags are collected at the end of each meeting.
- Greets members, guests and visitors as they arrive at regular meetings.
- Is the point of contact for incoming inquiries regarding membership, member questions, concerns and feedback.
- Targets fellow members with special skills and makes recommendations that will create added value with PPGDB activities.
- Collaborates with Marketing Director for events.
- Coordinates an annual Member Feedback/satisfaction survey, reviews results, and reports a summary of findings to the Board. Include suggestions received from members. Communicates results and actions for improvement to members.

Program Development Director

Annual Program/Development Plan:

- Plans the annual program and development calendar in line with any agreed budget for judge and speaker expenses.
- Books varied and balanced programs to meet the needs of the membership.
- Collaborates with the Competition Director to develop annual plan that aligns with competition requirements to ensure members are educated / prepared to compete in competitions.

Program Support/Coordination:

- Ensures guest speakers have been contacted and are familiar with arrangements and assist with their equipment or presentation needs.
- Coordinates formal written thanks to external speakers after their attendance.
- Ensures that contingency plans for the programs are in place.
- Ensures appropriate sized rooms for all programs (and reserve space as needed)
- Ensures that appropriate equipment is available at meetings.
- Introduces speakers at programs and facilitates timeline.
- Oversees the work of volunteers assisting with program related activities (committee members).

Collaboration with Board Members

- Coordinates with the Treasurer to ensure that the presenters fees are agreed upon. (where possible) and paid on the evening or required.
- Works with Marketing Director to prepare communication and advertisement on programs for members

External Development Opportunities

- Proactively searches for external development opportunities and shares with members.
- Works with Program Development committee to coordinate field trips, conference group attendance and program support.
- Oversees Competition Manager.

FPP Delegate

- Liaisons between FPP and the PPGDB guild.
- Serves as FPP Delegate as elected for a minimum 2 year service.
- Ensures that guild maintains affiliate requirements, application materials and status.
- Attends affiliate delegate meetings (Minimum of 2) and all called meetings.
- Brings issues or concerns to FPP from the guild.
- Coordinates with FPP.
- Communicates with guild regarding FPP information.
- Listens and takes concerns to/from the guild and FPP.
- Attends all meetings and provides FPP a summary.
- Reminds guild of deadlines, dates and FPP information.

Student Delegate

- Attends an annual meeting with the PPGBD President and college leadership.
- Gives presentations to student body at student photography associations and or events.
- Serves as liaison and Point of Contact to local college leadership and students.
- Identifies potential students for membership.
- Proposes incentives to attract/recruit and engage student membership.
- Collaborates with Membership Director to include students in the recruitment plan.
- Communicates and posts to student platforms.
- Collaborates with Program Development to include student needs in our development plan.

Marketing Director

- Establishes and manages the guild brand, logo and consistent marketing messages and materials for the guild.
- Designs, implements, and manages print and digital marketing and communications initiatives.
- Manages all routine communication with members with relation to the specifics of upcoming club activities and other information that may be of interest to members.
- Designs, develops and maintains informational and branding slides featuring PPGDB meetings, membership, programs, guild initiatives, and member development resources for distribution at professional meetings and workshops, and outreach events.
- Designs and creates media for print and digital distribution, including ads, brochures, posters, membership applications, surveys, web banner ads, meeting programs, and email blasts. Presentation materials.
- Uses the method of communication most appropriate for the information being relayed (For example: email, webpage posting, phone or directly in person).
- Informs local media of any special guild events that could be of interest to the public.
- Writes and/or edits press releases for the guild, professional meetings, educational initiatives, membership, and awards.
- PR Management activities such as cultivating relationships with reporters and pitching stories.
- Collaborates with the Membership and Program Director to design and implement membership recruitment campaigns.
- Collaborates with Webmaster and Membership Director to develop and create marketing lists
- Event or Marketing activities such as booth/exhibition activities.
- Serves as the "point of contact" or receipt of news articles and relevant items of interest to Members.
- Monitors the content of Blogs and Posts to ensure the appropriateness of material.
- Oversees the work of volunteers preparing the monthly **Newsletter** (see next slides)
- Oversees the work of the **Webmaster**. (see next slides)
- Oversees the work of the **Social Media Coordinator** (see next slides)

Webmaster

✿ The Website director is responsible for maintaining and updating website and social media platforms.

WEBSITE MANAGEMENT:

- Customizes the structure of the website to ensure it meets with both PPGDB and member requirements.
- Reviews, edits, and posts information as applicable.
- Uploads photo competition results as received from the Competition Director;
- Maintains specific guild information as current (PPGDB / Member contact details, fee structure, competition rules, Constitution, etc). These items will require periodic updates to meet with changing needs.
- Provides access control to authorized users.
- Ensures software is current and maintained in good working order;
- Directs Field Website inquiries activity to appropriate board member.
- Manages appropriate levels of security to protect the privacy of the guild and all members.
- Recommends changes to improve the functionality and user interface of the Website.
- Ensures software is current and maintained in good working order;

TECHNICAL SUPPORT:

- Maintains member e-mail addresses.
- Provides specialist input into the purchase of new technical equipment / assets (eg laptop, digital projector, special lighting, software, etc) plus guidance as to how to operate them.
- Archives Newsletter on Website.
- Manages all website traffic through Google Analytics.

COMMITTEE MEETINGS:

- Attends Board or Committee Meetings and follows up on actions as agreed. (or report to marketing director).
- Reports on issues of concern. Seeks assistance as required.

REPORTING:

- Reports any updates made to the website each meeting.
- Provides monthly website statistics reports and analysis to the Board
- Analyzes and reports monthly website traffic.
- Collects and shares upcoming blog post content.
- Contributes to annual report.

Newsletter

- ✿ Creates, distributes and manages a monthly newsletter and information (e-mail blasts) to current members as well as prospective members.
- Seeks out editorial and news articles for the newsletter;
- Seeks advertising sponsors for the newsletter; (if no sponsorship manager)
- Designs layout, edits and proofs monthly newsletter; distributes email blasts and information.
- Manages Email Marketing activities for improving open rates and click-through rates.
- Maintains member e-mail addresses.

The following section should be part of SOP:

Monthly newsletter should include:

- 1. Current month's program*
- 2. Meeting details (location, date/time, price)*
- 3. Membership Sign Up and link*
- 4. President's Message*
- 5. Announcements*
- 6. Images from previous meeting*
- 7. Member Highlights: Highlights two members each month (1) new member and (1) existing/board member. Include a head shot, brief bio and interview style questions.*

Social Media

- Schedules, collaborates, coordinates and posts regular messages on social media platforms.
- Develops a social media plan on a monthly basis.
- Solicits articles and messages from Board and members. (member highlight, plan)
- Coordinates with Communications Committee and other roles (newsletter, webmaster).
- Collaborates with Membership Director to post member related information.
- Collaborates with Competition Director to ensure timely communication on dates, submission requirements, etc.
- Develop and manage social media messaging in a variety of media platforms such as facebook, instagram.
- Assists in inviting new likes/shares to Facebook & Instagram platforms.
- Fosters community engagement (i.e. responding, commenting, tagging, retweeting, etc.)
- Reports the number of current followers on Facebook & Instagram.

Reporting Requirements for all Board Positions

- Monthly Status Report
- Quarterly Summary Report
- Annual Report