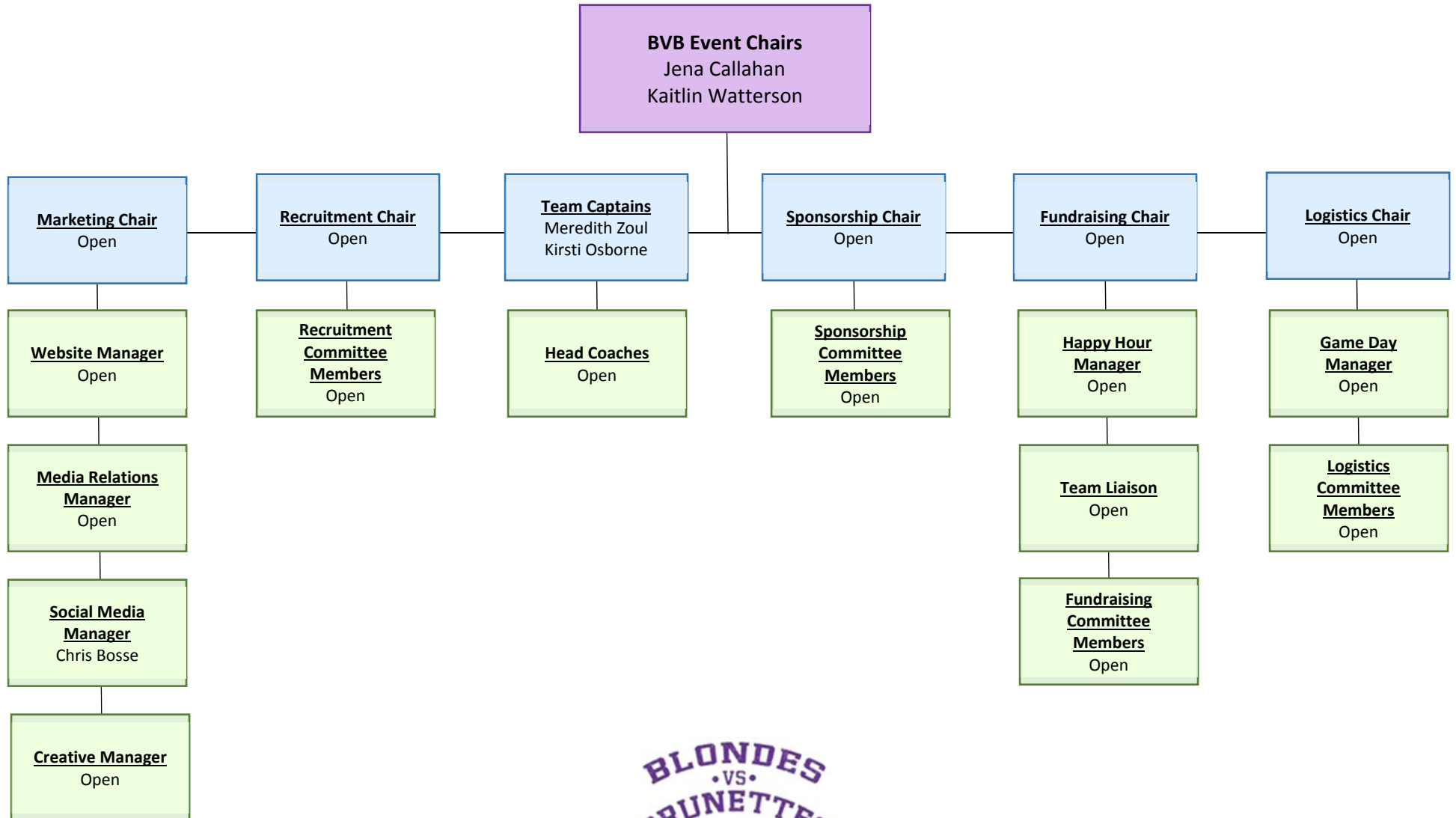


# BVB COMMITTEE STRUCTURE







# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Marketing

### Title- Marketing Chair

#### *Expectations*

#### **Objective:**

To lead the way of creating more exposure and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Provide vision and leadership to help reach goals and ensure overall event success.
- Oversee and serve in advisory role to chairs and committee members on their work.
- Develop agenda and lead full committee meeting; Write and disseminate follow-up notes.
- Main point of contact for all committee chairs, team captains and coaches.
- Follow up with committee chairs, team captains and coaches on progress and offer support in meeting goals.
- Help plan happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Miscellaneous duties

### Title- Website Manager

#### *Expectations*

#### **Objective:**

To create exposure and awareness of the event, gaining presence in the Columbus area through media relationships

#### **Responsibilities:**

- Maintain and update the Columbus BvB website
- Secure photos and bios of participants and committee members
- Work with Sponsorship Committee to promote sponsors online through BvB website
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Media Relations Manager**

### *Expectations*

#### **Objective:**

To manage the website that will create exposure and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Create and maintain relationships with the media from TV, Radio & Print
- Work alongside the Alzheimer's Association Director of Communication
- Create press releases for all events, major announcements, game day, etc.
- Miscellaneous duties

## **Title- Social Media Manager**

### *Expectations*

#### **Objective:**

To manage the social media by creating exposure and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Manage the BvB Facebook, Twitter & Instagram pages by creating and posting on a daily basis
- Utilize the Social Media Weekly Theme
- Work with Junior Committee Advocacy Chair to promote and educate mission moments
- Use Social Media to promote upcoming events and news updates about BvB, JC & the Alzheimer's Association of Central Ohio
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Creative Manager**

### *Expectations*

#### **Objective:**

To manage and create the collateral that will create exposure and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Create collateral for Happy Hours, Recruitment, Day of, Draft Party, Social Media Images, etc. to use on social media & email blast.
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Recruitment

### Title- Recruitment Chair

#### *Expectations*

#### **Objective:**

To lead the way of gaining participants, coaches and volunteers to grow, enhance and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Provide vision and leadership to help reach goals and ensure overall event success.
- Oversee and serve in advisory role to chairs and committee members on their work.
- Develop agenda and lead full committee meeting; Write and disseminate follow-up notes.
- Main point of contact for the Recruitment Committee, team captains and coaches.
- Follow up with committee chairs, team captains and coaches on progress and offer support in meeting goals.
- Help promote happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Miscellaneous duties

### Title- Recruitment Committee Member

#### *Expectations*

#### **Objective:**

To gaining participants, coaches and volunteers to grow, enhance and awareness of the event, gaining presence in the Columbus area

#### **Responsibilities:**

- Work with sport leagues, colleges, and the committee to gain participants, coaches and volunteer to get involved with BvB.
- Develop and maintenance of database of sport leagues, clubs and groups to use for potential participation recruitment and designate an individual to contact
- Develop relationships, make appointments, visits and presentations to database groups and do necessary follow-up
- Attend Happy Hours to gain relationships to potential prospects
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Team Captains

### Title- Team Captains

#### *Expectations*

#### **Objective:**

To lead your team throughout the season while creating more exposure and awareness of the event, while gaining presence in the Columbus area

#### **Responsibilities:**

- Lead your team throughout the season by providing a vision and leadership to help reach goals and ensure overall event success.
- Support players and coaches with their fundraising minimums of \$400
- Main point of contact for all committee chairs and team coaches.
- Help promote happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Attend the Monthly BvB Committee Meetings
- Coach and motivate your team to success using all available forms of communication to generate enthusiasm and participation for the event
- Send out weekly/bi-monthly communication to teams with information on upcoming practices, events and fundraising updates
- Meet with the co-chairs to discuss upcoming events, recruitment, etc.
- Take ownership in the recruitment committee to help build teams and retain past players
- Optional: coordinate creative team fundraisers to help your team raise money and awareness
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Head Coaches**

### *Expectations*

#### **Objective:**

To teach your team skills and techniques to prep them for game day while providing support and encouragement throughout the season

#### **Responsibilities:**

- Work with the Team Captain to coordinate practices during the season
- Collaborate with event chairs, captains and other coaches to plan and lead training camps
- Miscellaneous duties





# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Sponsorship

### Title- Sponsorship Chair

#### *Expectations*

#### **Objective:**

To lead the creation of sponsorships and relationships with companies to gain exposure, support and awareness of the event, while building a presence in the Columbus area

#### **Responsibilities:**

- Provide vision and leadership to help reach goals and ensure overall event success.
- Oversee and serve in advisory role to chairs and committee members on their work
- Development of prospective companies and business for potential sponsorship
- Help promote happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Develop specific goals and strategies to be used in the sponsorship process to obtain monetary and in-kind sponsorships
- Develop agenda and lead full committee meeting; Write and disseminate follow-up notes.
- Main point of contact for all committee chairs, team captains and coaches.
- Follow up with committee chairs, team captains and coaches on progress and offer support in meeting goals.
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Sponsorship Committee Member**

### *Expectations*

#### **Objective:**

To create sponsorship and relationships with companies to gain exposure, support and awareness of the event, while building a presence in the Columbus area

#### **Responsibilities:**

- Strategically and collectively create a prospecting list with the other committee members, event chairs and the Alzheimer's Association
- Engage your contacts within your network to secure sponsorships
- Lead the initial ask and follow up communication
- Work with Alzheimer's Association to ensure proper protocol is being met
- Work with event chairs and creative manager to ensure proper names/logos are included on marketing and promotional materials
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Fundraising

### Title- Fundraising Chair

#### *Expectations*

#### **Objective:**

To lead fundraising tactics to increase revenue and support for participants while create more exposure and awareness of the event

#### **Responsibilities:**

- Collaborate and guide the committee to create fundraising tips and tricks to provide participants
- Provide vision and leadership to help reach goals and ensure overall event success.
- Oversee and serve in advisory role to chairs and committee members on their work.
- Develop agenda and lead full committee meeting; Write and disseminate follow-up notes.
- Main point of contact for all committee chairs, team captains and coaches.
- Follow up with committee chairs, team captains and coaches on progress and offer support in meeting goals.
- Help plan and promote happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Miscellaneous duties

### Title- Team Liaison

#### *Expectations*

#### **Objective:**

To stay in close contact with captains in order to assist assist teams with fundraising tactics to increase revenue and support for the event

#### **Responsibilities:**

- Stay in contact with captains to understand each team's funds raised
- Reach out to players struggling to fundraise efficiently to provide tips and tricks
- Work with players under fundraising minimum to draft emails to potential donors
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Fundraising Committee Member**

### *Expectations*

#### **Objective:**

To create fundraising tactics to increase revenue and support for participants while create more exposure and awareness of the event

#### **Responsibilities:**

- Develop fundraising tips and tricks to help participants meet their fundraising minimums
- Work with Social Media Manager to create post and awareness through social media
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## Committee- Logistics

### Title- Logistics Chair

#### *Expectations*

#### **Objective:**

To lead the components of the day of event from beginning to end while creating more exposure and awareness of the event and gaining presence in the Columbus area

#### **Responsibilities:**

- Collaborate and guide your committee in planning the day of event
- Ensure an After Party location and logistics are secure months prior to event day
- Be day of event point of contact with all main contact leads day of
- Provide vision and leadership to help reach goals and ensure overall event success.
- Oversee and serve in advisory role to chairs and committee members on their work.
- Develop agenda and lead full committee meeting; Write and disseminate follow-up notes.
- Main point of contact for all committee chairs, team captains and coaches.
- Follow up with committee chairs, team captains and coaches on progress and offer support in meeting goals.
- Help promote happy hour fundraisers/ BvB social events.
- Help committees with planning tasks as needed.
- Miscellaneous duties



# 2017 Blondes vs. Brunette Committee Job Descriptions

## **Title- Game Day Manager**

### *Expectations*

#### **Objective:**

To have an overview of logistics, general knowledge of the event, and verify all game day operations runs smoothly.

#### **Responsibilities:**

- Assist the logistics chair during the event on game day
- Be a point of contact for volunteers to ensure everyone knows their roles, responsibilities and duties
- Prep venue day of prior to gates opening
- Obtain other logistics needed
- Miscellaneous duties

## **Title- Logistics Committee Member**

### *Expectations*

#### **Objective:**

To create and execute the day of event from beginning to end while creating more exposure and awareness of the event and gaining presence in the Columbus area

#### **Responsibilities:**

- Recruit volunteers to work day of event for set up, event time and clean up
- Prep venue day of prior to gates opening
- Secure announcer, refs, mission speaker, trainer and Alzheimer's Association staff representative
- Ensure all materials and collateral are accounted for prior to event
- Organize After Party venue, relationship and collateral night of
- Obtain other logistics needed
- Miscellaneous duties