

Dance Marathon Executive Board Position Descriptions

Dancer Relations

The Dancer Relations chair works closely with Recruitment and Miracle Cup Coordinator. Your position is in charge of making sure that dancers are prepared for the day-of event, as well as relaying any information about events preceding the day-of. The Dancer Relations chair is also in charge of organizing and conducting bi-weekly and weekly liaison meetings. They will also create the dancer booklet, which will be put online with all pertinent information for dancers to know for the day-of. The Dancer Relations chair will also coordinate dancer care packages to be given out at the event. The chair needs to be charismatic and creative, with the ability to motivate and excite liaisons about Dance Marathon.

Email Communications

The E-mail Communications Chair will be in charge of creating the content and format of all e-mails relaying information to Dance Marathon publics. These publics include, but are not limited to: registered dancers, alumni, and donors. The e-mail communications chair will need to have good grammatical and writing skills. They will need to send e-mails out on an organized and timely schedule.

Head Morale (2+)

Head Morale plays a role not only on the Executive Board, but on Morale as well. They must be able to develop a balance between the two responsibilities and be able to liaise between the two organizations. They will view both roles with equal importance and work to bridge the gap between the two organizations. Head Morale will review, edit, make available, and publicize morale applications immediately after selection. They will then hold morale interviews and select a Morale Team for 2011. They will organize and conduct morale meetings (1 per week in fall, 2 per week in spring), where they will create, learn and perfect the line dance and 5 Minutes of Awesomeness. They will also work on Morale bonding and motivate morale members to work with the Executive Board on all campus and community events. Head Morale will also work with the DJ in making the final music cuts for both the 5 Minutes and the 2011 Line dance. Head Morale plays an integral role in the timeline of the day of, and will work closely with the Internal Director in creating the 2011 timeline.

Hospital Relations

The Hospital Relations chair is the essential tie that holds Dance Marathon Executive Board Members, Morale team members, and dancers to the cause. The chair will help facilitate hospital visits for Executive Board and Morale team members and

coordinate activities for them to take part in with the kids. The chair will also organize families to come and speak at Dance Marathon

Internal Finance

The Internal Finance chair is in charge of maintaining and organizing all internal financial functions and processes for the Executive Board members, Morale leaders, and dancers. The Internal Finance Director is the lead contact for all accounts receivable information, and data entry. He/She will report directly to the Finance Director and assist him/her with making deposits and other external and internal financial functions and processes.

Letter Writing Campaign (2)

The Letter Writing chairs will be in charge of reviewing and editing the current letter sent out to dancer friends and family. They will prepare all items to be placed in the dancer letters and coordinate mail outs.

Media Relations

The Media Relations chair serves as the liaison between Dance Marathon and the Media. This includes television, radio and newspaper. This person will strive to get our name and events out to the public. They will create and send our press releases and embark on continuous follow up with member of the Media. They will plan and budget an ad schedule with Student Media, and will edit all ad proofs for accuracy before printing. They will also coordinate all media appearances on the day of and be available for television appearances. Preference is given to students in the School of Journalism who are of junior standing or higher.

Miracle Cup Coordinator

The Miracle Cup Coordinator works closely with Recruitment and Dancer Relations. They will keep a database of all registered dancers and their organizations and require exceptional organizational skills. They will also review last year's Miracle Cup requirements and suggest changes they see fit. The Miracle Cup coordinator will attend bi-weekly and weekly liaison meetings with the Dancer Relations chair to take care and keep track of all Miracle Cup point transactions.

Publicity and Promotions

The Publicity and Promotions chair will be in charge of creating all promotional items for Dance Marathon. They will design and order all t-shirts- for Executive Board members, Morale team members, and dancers. Additionally, they will design and print all flyers and handout. Flexibility and timeliness is necessary to meet printing deadlines. Creativity, talent, and experience in design is a must.

Recruitment (3+)

This position works closely with the Dancer Relations chair and Miracle Cup coordinator. Each recruitment chair will be in charge of given targeted

organizations, and recruiting liaisons from each of them. Creativity is essential in finding new ways to recruit, other than the usual Greene Street efforts and speeches at meetings.

Special Events (Community)

The Special Events Community chair will plan and implement the Palmetto Miracle 5K in the fall, as well as the alumni and community reception in the spring. These events are meant to increase awareness of Dance Marathon as well as fundraise for the event. The position requires close attention and oversight of details, as well as coordination with other chair positions to ensure the success of the events. Experience in event planning is a plus.

Special Events (University)

The Special Events University chair will work to plan and book smaller events throughout the year, mainly working to reach the university community. These events include, but are not limited to percent nights at local restaurants and benefit concerts. Attention and oversight of details, as well as close coordination with other chair positions is key to success in this position. The position is additionally in charge of all bands, comedians and other performers to be booked for day-of, and will therefore work closely with the timeline committee. The position responsibilities include contact and relations with the student programming board, Carolina Productions.

Sponsorship- Catering (2+)

The Catering chairs will procure and organize food for Dance Marathon events. This includes seeking out and following up with donors for all three meal periods and two snack periods, as well as coordinating drop-off and serving times for food and drink vendors.

Sponsorship-In Kind

The In-Kind Sponsorship chair will seek out and procure in-kind donations for both the student and community silent auctions.

Sponsorship- Monetary

The Monetary Sponsorship chair will be in charge of reviewing and editing the sponsor packet, having it readily available for printing by the beginning of May. They will seek out and procure all monetary sponsors and coordinate all benefits as promised by the sponsorship packet.

Technology

The Technology chair will be in charge of maintaining and updating the official Dance Marathon Web page. Knowledge of Web page design is a must.

Venue Relations

The Venue Relations chair must reserve all meeting rooms, equipment and locations necessary in the planning and implementation of Dance Marathon. This will include research of new potential venues for the event and close relations with the staff of whichever venue is chosen. It will also include booking rooms for the weekly Executive Board meeting, Morale meetings, and liaison meetings. The chair will reserve Greene Street, tables, bulletin board, and other means of on-campus publicity. The chair must become familiar with the reservations process and have a strong adherence to deadlines.

Volunteer Coordinator

The Volunteer Coordinator is in charge of recruiting volunteers for our event. They will create a schedule for volunteers and keep them in the know of what they are doing. They will create a way for the Executive Board, Morale team, and participants to know who the volunteers are so that they are easily accessible during the event. The Volunteer Coordinator will also be in charge of tracking any sign-offs for community service.