

Spirit of the Midwest Region #5

Regional Support Team Position Descriptions

Communication Coordinator Support Team Roles

Regional Communications

1. Create regular and consistent electronic newsletters and send to regional membership using approved platform and format. (May be a separate role)
2. Electronic distribute event and competition information using approved platform and format
3. Receive communications from RMT and International and disperse to the regional membership
4. Ensure the use of current email list from international
5. Assist as requested by Communications Coordinator with preparation and submission of the State of the Region Report

Social Media Specialist

1. Develop and implement a social media plan
2. Maintain social media platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.
3. Post regularly to the sairegion5 site pages (Facebook, Twitter) page
4. Identify ways to increase activity to sites such as inviting members to post events, photos and content to the page
5. Increase subscribers to social media sites
6. Follow other regional choruses sites and regional sites and share news and posts as appropriate
7. Monitor engagement (views, likes, follows)

Website Specialist

1. Update the website with accurate and current information:
 - a. regional events such as music schools, competition, events,
 - b. quartet and chorus photos and contact information,
 - c. history, documents to be accessed by members, etc.
2. With the help of a Website Task Force, update and streamline navigation and content
3. Assist regional members in accessing Members Only portion of the site

Photography & Videographer (support for both Communications and Marketing)

1. Take photos during regional competition, music schools and other regional events
2. Create, edit and post videos to social media platforms such as FB and YouTube
3. Upload to location for use in or directly to social media and/or website

Marketing Coordinator Support Team Roles

Graphic Design

1. Create ads for flyers for events and Jumbotron (shout-out to Region 5 competitors at International)
2. Create or assist in creation of promotional materials
3. May serve on the Website redesign team and be a back-up to the Website Specialist

Regional Event Marketing/PR (one person or one for each event)

1. Work with music school and competition team to market events
2. Public relations including local media opportunities
3. Be onsite media contact
4. Write and distribute press releases
5. Serve on RCSC and music school event teams

Chorus Marketing Resource Specialist

1. Work with choruses to support marketing and public relations efforts for membership and general promotion of the chorus and chorus events
2. Maintain or support choruses in developing databases for local media and advertising contacts
3. Create training as needed to support chorus marketing and membership programs

Finance Coordinator Support Team Roles

Finance Assistant(s)

Assist with various tasks within the financial coordinator responsibilities. Some tasks may be event specific, such as handling Music School/Event Registrations. Other possibilities may be leading or supporting non-dues income/fundraising that could include grants or other revenue producing activities

Qualifications include:

1. Financial and/or data entry capabilities
2. Good computer and organization skills, including Excel required
3. Comfortable learning new software

Directors Coordinator Support Team Roles

Directors Coordinator Assistant(s)

Roles may include DCP training, testing and monitoring advancements, assembling and supporting Assistant Chorus Directors, and supporting choruses through Director's Searches.

Team Coordinator Support Team Roles

Bylaws & Rules Chair

1. Work with Team Coordinator to maintain Regional Standing Rules in compliance with established International standards
2. Update regional standing rules as amended by the Regional Management Team and distribute changes to all who have copies of the rules
3. Review Chapter Standing Rules of all chapters in the region every three (3) years on a rotating basis. (Approval based on compliance with Standard Form Chapter Standing Rules, allowing for chapter individuality)
4. Review and approve proposed Prospective Chapter Standing Rules prior to chartering

Regional Secretary

1. Attend all meetings of the Regional Management Team
2. Maintain a complete record of regional meetings and activities
3. Record and prepare minutes of all meetings of the Regional Management Team, including e-meetings
4. Distribute copies of minutes to members of the RMT, Corporate Secretary at International Headquarters and others as directed
5. Distribute summaries of meetings to the regional website and chapter leaders
6. Maintain records of meetings of all Regional Management Team Member Team through attendance or receiving of summary notes

Nominations Chair and Member Database

1. Chair the Nominations Committee that consists of one member of the Team Coordinator or other RMT member, and one other member from the membership at large
2. Follow Election and Appointment Process as defined in Chapter 11 of the Regional Management Team Handbook - Distribute, receive and review RMT applications, receive and compile appraisal forms and evaluations and prepare slate for elected offices
3. Communicate as required for this purpose with RMT, SA International, Directors and membership
4. Identify potential and known leaders within the region and share names with the Nominations Team
5. Conduct Member Skills and Talent survey to identify and track and identify potential regional leaders
6. Maintain regional leadership database of past, current and potential regional leaders
7. Solicit applications for Regional Support Team positions from the regional membership
8. Provide recommendations for Regional Support Team positions for RMT consideration

Events Coordinator Support Team Roles

Events/Facilities Assistant(s)

Supports the Events Coordinator with one or more of the following responsibilities:

1. Facilitate the securing of appropriate venues for regional programs and events, including site inspections and negotiation of contracts
2. Coordinates on-site arrangements for regional meetings and events, (may include regional competition)
3. Coordinates with other education and management team members when contracting event space

AV Specialist

1. Support the audio/visual and technical needs of regional events and music schools as needed and requested by the Events Coordinator
2. Work with International faculty and other music school presenters to ensure A/V and technical needs are met

Chair of the Regional Competition (CRC)

1. Chair the Regional Competition Steering Committee according to the Guidelines for Regional Conventions
2. Coordinate with all required personnel to be certain all details of the Convention are covered
3. Formulate and submit Competition Budget to the Events Coordinator and Finance Coordinator
4. Communicate with the CC, OPL, and Championship Chorus Liaison
5. Meet with the Regional Convention Steering Committee and Convention Team as needed
6. Complete Convention/Competition reports required for International

Education Coordinator Support Team Roles

Arranger Education Specialist

Duties include regional arranger programs and developing multi-level arranger skills.

Faculty Specialist

Duties include promoting, facilitating and tracking internationally funded faculty, music and membership to chartered chapters.

Quartet Education Specialist

Duties include serving as a CAL Quartet Liaison, facilitating quality control and supporting educational needs and opportunities.

YWIH Specialist

Duties include YWIH program development and training and may include opportunities for quartet/chorus performance and/or competitions; also serves as the Regional YWIH Coordinator to the international organization.

General Education Specialist

Duties include general membership curriculum at regional education events, as well as specialized training events, and attendee surveys following educational events.

Leadership Development Specialist

Duties include ensuring the inclusion of leadership development into the overall educational plan, determine through needs assessments the leadership development education, training priorities and program goals. Assist the Education Coordinator in the implementation and evaluation of the program goals.

Membership Coordinator Support Team Roles

Member Growth, Retention & Expansion

1. Plan and implement programs in the area of Membership Growth and Retention
2. Share International Growth and Retention Incentive Programs with chapter leaders
3. Visit and maintain contact with chartered chapters to promote Membership Growth and Retention
4. Coordinate plans for Membership Growth and Retention with Marketing Coordinator
5. Work with Education Coordinator to include programming in Membership Growth and Retention
6. Respond to chapter requests for help in this area
7. Design and Implement Cold Start Chapters of Sweet Adelines as directed by Membership Coordinator
8. Attend Membership Team meetings as requested

Chartered Chapter Liaison

1. Represent interests of chapter management and membership
2. Provide and facilitate networking group/forum for chapter administrative leaders at regional events
3. Communicate with chapter administrative leader and bring concerns and needs to the attention of the Membership Coordinator' attention
4. Bring educational needs of chapter administrative leaders to the attention of Education Coordinator
5. Instill awareness of members relationship to international organization
6. Attend Membership Team meetings as requested

Alternative Membership Liaison

1. Support At-large members (CAL or MAL)
2. Consult with chapters when questions arise concerning CAL/MAL options
3. Consult with chapters and individuals about alternative membership options: Associate, Dual, Lifetime, Patron, Youth
4. Provide resources for above mentioned options
5. Attend Membership Team meetings as requested

Revitalization Specialist

1. Deliver assessment tools to chapters in danger of losing charters due to loss of membership/declining members
2. Help chapters make a decision regarding entering revitalization or dissolving
3. In conjunction with the Education Coordinator, develop a plan to teach chapter in revitalization ways to attract new members and retain existing ones
4. Attend Membership Team meetings as requested

Prospective Chapter Liaison

1. Respond to inquiries about organizing a Prospective Chapter of Sweet Adelines
2. Guide prospective chapters through "Steps Toward Chartering" Program
3. Track both music and membership visits from regional personnel during the chartering process
4. Assign mentors to guide prospective chapters and their leadership through chartering process
5. Maintain records of inactive prospective chapters
6. Attend Membership Team meeting as requested