

HOBY Maine Seminar Planning Team Roles:

Ambassador Experience

Leadership Seminar Chair Experience (OSR) 2-3 year term:

Responsible for overseeing all “back of house” elements of the ambassador experience including Recruitment, Operations, Staffing, Pre-Seminar Communications, and Media and Marketing. Partners with LSC Engagement to select theme and manage all aspects of an outstanding program delivery. (21+) *This position is currently assigned to Megan Clifton.*

Director of Operations (OSR): Member of the experience team. Responsible for working with the host site to coordinate program space, dorm rooms, food and beverage, managing the Operations Team on site. (21+)

Manager of Operations (OSR): Member of the experience team. Responsible for supporting the Director of Operations in pre-seminar planning and on-site execution of operational endeavors. (18+)

Marketing and Publicity Manager (PSPR): Member of the experience team. Responsible for designing t-shirts, creating the program book. Securing approvals for t-shirt/program book. If possible, securing donation of t-shirts and/or program books. (18+)

Social Media Manager (OSR): Member of the experience team. Responsible for developing a social media plan to assist with marketing HOBY Maine for recruiting and fundraising purposes. Manages all social media accounts throughout the planning season as well as during the seminar (snapchat, Instagram, and Facebook). (21+)

Media Team Manager (OSR): Member of the experience team. Responsible for leading a team of photographer/videographers to capture highlights from the weekend. Creates a highlight video to be shown at closing ceremonies. Ensures all photos and video are captured and stored within HOBY Maine files. (21+)

Ambassador Experience Manager (OSR): Member of the operations team – *may be an OSR role for a Recruitment team member.* Responsible for all pre-seminar communications with ambassadors including pre-seminar form distribution and collection, including medical forms. Manages all aspects of the check in and check out processes. Partners with Social Media Manager to create a daily briefing to be shared with family members/community via email or social media channels. (21+)

Ambassador Engagement

Leadership Seminar Chair Engagement (OSR) 2-3 year term: Responsible for all “front of the house” elements of the seminar including Facilitators, Junior Staff, Curriculum/Program, and Leadership in Action. Partners with LSC Experience to select theme and manage all aspects of an outstanding program delivery. (21+) *This position is currently assigned to Sydney Clifton – will be open in 2021.*

Director of Program (OSR): Member of the engagement team. Responsible for managing the Program team including all phase leads, ensuing cohesion of all phases, developing the program flatsheet in accordance with all HOBY guidelines. (21+)

Director of Facilitators (OSR): Member of the engagement team. Responsible for recruiting, retaining, and training all facilitators, pairing facilitators with junior facilitators, creating group lists and supporting facilitators on-site. (21+)

Director of Junior Staff (OSR): Member of the engagement team. Responsible for recruiting, retaining and training all Junior Staff members. (21+)

Leadership in Action (LIA) Manager (DVR): Member of the program team. Responsible for coordinating service project(s) and developing an introduction to service and a service debrief. Responsible for generating a list of needed materials and collaborating with other team members to manage project logistics. (18+)

Phase Leads (Personal, Group and Society Leadership) (OSR/DVR): Member of the program team. Responsible for booking speaker/panelists, developing Phase 1 activities, generating list of required materials, collaborating with other team members. (This role could be a day volunteer or if managing multiple phases could be OSR) (18+)

Director of Staffing (PSPR): Member of both experience and engagement teams. Leads recruitment and staffing efforts for the seminar. Sends all application communication, sets deadlines, selects staff (in conjunction with Directors of Operations, Facilitators and Junior Staff). Leadership Seminar Chairs have final approval over staffing decisions. Ensures all volunteer pre-seminar forms are completed and completes background checks for all volunteers 18+. This volunteer could assume an OSR role as well – most likely Director of Junior Staff, Facilitators or Operations Manager. (21+)

Fundraising

Director of Fundraising (PSPR) 2-3 year term: Member of the Seminar Leadership team and Corporate Board. Partner with LSCs to create seminar budget. Responsible for developing a fundraising plan to ensure a 5% surplus at year end after all seminar expenses are paid. Coordinates the Thank You note process for ambassadors with Director of Recruiting. Manages the fundraising team.(21+)

Gift in Kind Manager (PSPR): Member of the Fundraising team. Responsible for communicating with all teams to determine what gift in kind donations are needed, developing fundraising events/opportunities to get donations (i.e. amazon wishlist, gift card drives, contacting local businesses, etc.). Ensuring donor information is documented for recognition. (18+)

Grant Manager (PSPR): Member of the fundraising team. Responsible for writing grant applications, not limited to Walmart grants. (18+)

Service Organization Donation Manager (PSPR): Member of the fundraising team. Responsible for partnering with local service organizations to sponsor ambassador registration fees. (i.e. Rotary Club, Kiwanis Club, Lions Club, etc.) (18+)

HOBY Store Manager (OSR): Member of the fundraising team. Recommend items to be sold in the store during seminar. Manager store sales and inventory during seminar. (18+)

Recruitment

Director of Recruitment (PSPR) 2-3 year term: Member of the Seminar Leadership team and Corporate Board. Responsible for creating and managing a team of Recruitment Team Managers, contacting schools to recruit ambassadors, developing and submitting a recruitment plan. Will ensure direct registrations and CRAs are managed properly. (21+)

Recruitment Team Member (PSPR): Member of the recruitment team. Responsible for communicating directly with schools via phone and email to recruit ambassadors, will be provided a list of schools to contact by the Director of Recruitment, will follow up with the Director of Recruitment with questions and progress. Will ensure school contact information is updated properly. (18+)