

2022 ROLES & RESPONSIBILITIES

Black Young Professionals of Metro Detroit

Official guidelines on standing roles within the organization and requirements for holding those roles. Changes require review and approval of the Executive Leadership team.

VERSION 1.6 – REVISED 2/12/2022

Organization Definitions

- **Director (Board of Directors)**
Ultimate legal steward of the organization responsible for setting and supervising overall direction and strategy of the business. Including compliance with laws, regulations, bylaws, and prudent use of all resources.
- **Staff (Core Team)**
Individual(s) holding a titled position and ongoing ownership for conducting day-to-day title responsibilities.
- **Volunteer**
Non-staff individual(s) with no title who undertake an ad hoc task, event role, or function for the organization.
- **Partner**
Individual(s) explicitly representing an external entity in the conduct of business with the organization.
- **Member**
A person who is current on their annual dues as paid through our website.

Titled Organization Positions

Each role below has an estimated averaged **maximum** number of hours per week the role may require in parenthesis next to the title. The workload varies cyclically throughout the months and across the year. The number of hours takes into account weekly meetings, attending 70% of all events, and independent work done outside of meetings.

Executive Leadership

- **President (20 Hrs.)**
Provide visionary, strategic, and value-based leadership of organization operations.
- **Vice President (10 Hrs.)**
Ensure all operations are ongoing and in accordance with bylaws. Support development of staff members. Support president in strategic high-level organization planning.
- **Assistant Vice President of Membership (6 Hrs.)**
Chief membership promotion officer. Develop metric-driven membership growth campaigns and devise membership perks. Collect information on what people need and want. Feed information back into the leadership and event chairs. Oversee that event planning and execution takes the desires of our members and followers into account.
- **Secretary of Communications (6 Hrs.)**
Official record keeper of organization operations and communications. Take minutes for staff and board meetings. Manage social media and external communications (email and hard letters). Insert opinion and thoughts on organization planning and execution.
- **Event Planning Chair (5 Hrs.)**
Self-driven social event planner who is not afraid to be creative and different but knows what people will and will not do. Develop and execute events which provide high degrees of social connectivity and provide fertile ground for developing relationships. May lead a committee of up to five people.
- **Community Outreach Chair (5 Hrs.)**
Self-driven community advocate taking direction from the President. Develop and execute community service projects to engage members as volunteers in the communities of Detroit. Work with President to identify community partners to work with on projects. Collaborate with Event Planning Chair. May lead a committee of up to five people.

Pillar Chairs

- **Mentorship** (5 Hrs.)
Self-driven young people advocate taking action to bring organization members into existing mentorship and ad hoc counseling and tutoring programs throughout Detroit. Develop and execute joint mentorship events with partners that bring experienced members' knowledge to young people in Detroit.
- **Personal Development** (5 Hrs.)
Self-driven Black culture and life knowledge advocate who pushes for growing consciousness and skills of our people. Develop and execute activities which open eyes and activate followers to the current social climates. Foster discovery, learning, and growth on topics which are "hot" to the community right now, important for their professional success, long-term issues which have been neglected, and provide safe spaces for discussion of Black issues affecting young professionals.

Operational Specialists

- **Social Media specialist** (5 Hrs.)
Create engaging and attractive posts on our social media outlets (Facebook, Instagram, Twitter, and YouTube) to drive shares, likes, and event attendance among the public. Share posts from our partner organizations. Like posts of other pages. Manage our pages to cleanup SPAM comments. Quickly respond (within 24hrs) to direct messages then forward to the appropriate person internally for email follow-up.
- **Photographer** (Multiple spots open) (3 Hrs.)
Official photographer and video support for events. Attend at least 25% of events to take pictures using own camera and equipment. Ideally must be able to edit own pictures (color/contrast/lighting corrections and apply watermarks) and upload to Google photos for other team members to access for social media and marketing purposes. Will train/mentor those interested. Students encouraged to apply. Can apply own watermark in addition to organization logo.
- **Graphic Designer** (3 Hrs.)
Create event flyers and maintain organization logos. Create new logos as required. Create designs for organization shirts and signage. Must have own software (such as Photoshop, Illustrator, PaintShop, etc.). Can put designs in own portfolio. Ensure the organization presents a consistent, professional, clean image through your creative work on every front (digital and print).
- **Public Relations & Marketing** (2 Hrs.)
Write press releases and submit to media. Connect with local print publications, news reporters, and other media specialists to push our story out to broaden public's awareness of the organization and our events. Pursue non-traditional promotion leads to spread organization's name. Submit organization information to online directories, event listings, and other platforms.
- **Content writer** (2 Hrs.)
Write engaging value-adding articles for main website about upcoming and past events. Learn and use proper key wording and search engine optimization approaches. Make general updates to website information using easy WYSIWYG editor and some HTML. Will train and mentor selected individual in-depth.

Planning Committees

- **Committee Member** (4 Hrs.)
Proactively engaged, at-large internal team member responsible for giving input on, and making contribution towards, planning and execution of events, initiatives, and related activities. Proactively volunteer to carryout tasks to help with planning and execution of events. Take direction from applicable chair and leadership team. Act as operations staff of events to carryout high-quality execution, including management of external contractors and ad hoc volunteers. May be appointed to lead or complete certain activities based on organization need and agreed development path.

Requirements for Involvement

The entire team of Black Young Professionals of Metro Detroit operates as a unit. You will become part of a team that has a focus on the Black community's young professionals' holistic well-being. The leadership team will work exhaustingly to ensure everyone on the team is able to gain and grow through their work in the organization. As a unit, we will become a core of friendship for the organization's stability, and we will connect both inside and outside of the organization's walls.

To enable all team members to a fair and open opportunity to do their best in organization, we all must observe the following guidelines to foster success and prevent undue burden:

- 1) Regular meeting attendance. Meetings may be in-person or call-in. Members must support every meeting with no less than 24hrs advanced notice if you cannot attend. Should avoid being absent from more than one meeting a month. Our plans move fast and missing one meeting is costly.
- 2) Always engage others and their ideas, critique our plans, and push for your own ideas as well. Never sit silent. Never settle for other's ideas if you think we should do something different or better.
- 3) Must attend at least 70% of the organization's events in an official capacity or as agreed with leadership team.
- 4) Maintain online mobile presence and respond to messages in our Slack channel as the official means of remote communication and planning outside of meetings. This is done during reasonable hours throughout the week.
- 5) Adherence and execution of all organization related activities in accordance with our internal values.
- 6) Adherence and execution of your specific role in accordance with the role expectation.
- 7) Agree to an engagement promise term of no less than 1 calendar year, not including the initial 90-day probationary period.

Internal Values

These are our virtues. These are the enablers for our vision on how we operate. These values uphold our vision of Black excellence in all that we do. You must identify with these values to be part of the core team. Please review the list of internal values as provided to you as a candidate and determine if you feel comfortable with them before proceeding.