

## **SECOND VICE PRESIDENT, COMMUNITY RELATIONS**

### **JOB DESCRIPTION**

#### **BYLAWS ASSISTANCE LEAGUE® OF SALT LAKE CITY**

##### **Article 6 Officers and Their Duties**

**6.04 Second Vice President, Community Relations.** The Second Vice President shall:

- (a) Chair the Community Relations Committee;
- (b) Appoint, with Board approval, Chairs of the Community Relations committees: Fund Development, Special Events, and Marketing and Branding; and the Donor Relations Administrator;
- (c) Coordinate fundraising, marketing/branding activities, special events, and donor relations administration;
- (d) Be a member of the Community Relations committees; and
- (e) Report at meetings of the Board and membership.

##### **Article 8 Standing and Special Committees**

**8.03 Appointive Standing Committees.**

(d) **Community Relations Committees.**

**(1) Fund Development.** This committee shall be composed of the Chair and members as deemed necessary to apply for grants to support philanthropic programs.

**(2) Special Events.** This committee shall be composed of the Chair and members as deemed necessary to plan fundraising events and, with approval of the Board and membership, implement such plans.

**(3) Marketing and Branding.** This committee shall be composed of the Chair and members as deemed necessary to promote public awareness of the chapter and its activities, including development of the Annual Report, and marketing materials and review prior to distribution of all public written or electronic documents to ensure accurate information.

**(4) Donor Relations.** This committee shall be composed of the Administrator and others deemed necessary to maintain donor lists and acknowledge donations and gifts.

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## General Board Responsibilities

The Second Vice President shall:

1. Attend Board meetings in a voting capacity and submit required reports to the President and the Board.
2. Conduct Community Relations Committee meetings as needed.
3. Appoint Community Relations Committee Chairs and committee members subject to Board approval.
4. Serve as a member of the Finance Committee.
5. Submit a proposed budget to the Finance Committee for the succeeding year.
6. Manage the Community Relations budget and approve invoices and vouchers.
7. Maintain a Community Relations procedure book and/or electronic records file.
8. Prepare and submit a year-end Final Report to the President by the specified deadline. Place in the Community Relations procedure notebook and/or electronic records file and Master Data File.
9. Submit job description changes for Community Relations' positions to the Bylaws Chair in accordance with Bylaws 8.02 (f).

## Specific Position Responsibilities

The Second Vice President shall:

1. Oversee fund development, special event fundraisers, marketing and branding, and maintenance of accurate donor and grantor records.
2. Work with Advisory Council, Fund Development, Special Events Chairs and others to develop community partnerships and outreach.
3. Work with the Donor Acknowledgment Administrator to ensure donors and grantors are sent thank you letters for and acknowledgements of donations, whether cash or in-kind.
4. Support Special Events Chair in the planning/coordination of Annual Appeal, Giving Tuesday, and Mountain Land Design fundraisers. Help with development or assessment of additional special event fundraisers or partnerships. Ensure coordination of Special Event activities with Consociates' development efforts.
5. Support Marketing/Branding Chair in development of Annual Report, website and social media content and marketing materials. Provide design content oversight and content review of written material for external communications, as needed. Ensure coordination with Technology Committee in development of videos and website information.
6. Be aware of ALSLC Bylaws, Standing Rules and Policies that apply to Community Relations' responsibilities, e.g., Donor Privacy, Gift Acceptance, Website Privacy, etc.

Technology: Microsoft Word, email proficiency