

APS Executive Board: Roles & Responsibilities

Organizational Overview:

Founded in 1958, the [Armenian Professional Society](#) is focused on advancing graduate education, connection and fellowship among Armenian Professionals in Los Angeles and beyond. We regularly host educational events, run a mentorship program, and have granted scholarships to over 300 graduate students in the United States.

President

- The President shall be responsible for the overall health and success of APS in addition to providing oversight and direction of the Executive Board.
- Leads strategic planning efforts, developing and enforcing policies and objectives for the organization to ensure it maintains its values and meets established goals.
- Cultivates a strong and transparent working relationship with the Executive Board, supporting and motivating the team and presiding over all meetings.
- Establishes and maintains relationships with various organizations and utilizes those relationships to build partnerships that strategically enhance the mission of APS.
- Serves as public face and primary spokesperson of the organization in addition to board liaison to the association of APS past presidents and Armenian interorganizational meetings.

**President must have served a minimum of one-year on the APS Board to be eligible for the role.*

Vice President

- The Vice President shall be responsible to the President and shall act on the President's behalf in their absence.
- Works with the President to empower and assist Executive Board members with general tasks and responsibilities regarding APS events and initiatives.
- Leads fundraising strategy - identifying, cultivating and soliciting prospective donors, fundraising opportunities, and promoting a culture of fundraising in the organization.
- Works with the President and Secretary to develop and organize APS meeting agendas and track board member accountability.
- Spearheads special projects and ad-hoc committees upon direction of the President.

Secretary

- Works with the President and Vice President to develop and organize APS Executive Board meeting and ad-hoc committee agendas and calendar invites.
- Keeps a timely and accurate record of all board correspondence, attendance and task follow through in addition to documenting and distributing meeting minutes.
- Takes ownership of and manages board databases (including but not limited to APS Google Drive, offline documents and files, photo/video libraries, etc.)
- Manages the APS email inbox, forwarding direct inquiries to the appropriate board member.
- Chairs board meetings in the absence of the President and Vice President.
- Assists other board members with general tasks as needed.

APS Executive Board: Roles & Responsibilities

Finance Director

- Responsible for management of the operating account and overall APS budget (including monthly financial updates to the Executive Board)
- Serves as liaison between the APS Executive Board and the Investment Group managing the APS Endowment Fund.
- Responsible for general day-to-day maintenance and forecasting of all financial accounts of the organization in consultation with the APS President - the scholarship fund; managing the APS PayPal account, streamlining membership dues and maintaining non-profit status documentation.
- Responsible for supporting creative fundraising and sponsorship strategy and providing financial/operational input for all strategic planning.
- Manages and oversees monthly accounting processes and expenses, including invoicing and financial tracking of key external vendors for events, in addition to providing creative avenues for maintaining a financial management system.

Communications & Marketing Director

- Builds APS' overarching public relations and media strategy (traditional, social and digital) in conjunction with the President, Vice President and Marketing Director.
- Drafts clear, compelling content for the APS newsletter, website, articles, press, and any other communications.
- Spearheads the development of the APS newsletter from design to execution, and organizes a regular cadence for APS communications.
- Manages, monitors, upgrades, and troubleshoots the APS website, creating strategies to maximize its value and grow subscriber base / web traffic.
- Collaborates with the Marketing Director to integrate copy and messaging within graphics, videos and social media.
- Experience with mailchimp, web publishing, HTML, CSS, SEO, PPC and social media content management systems is strongly preferred.
- Familiarity with graphic design and associated software is a plus.

Social Media Director

- Develops marketing materials, including print / electronic collateral, videos, and social media promotion of APS activities - working closely with the Communications Director to integrate messaging and align branding.
- Implements social media strategy and posting calendar to align with organizational goals, managing online presence, increasing engagement and growing interactions on all active platforms - Facebook, Instagram, Twitter, and LinkedIn, in addition to social media posting tools.
- Manages the day-to-day execution of social media messaging, communicating with APS followers, responding to queries in a timely manner and monitoring engagement on social media pages.
- Develops creative ways to build and promote content, while ensuring consistency and awareness of the APS brand.
- Empowers board members to serve as online ambassadors for APS and effectively engage with external audiences and APS members.

APS Executive Board: Roles & Responsibilities

- Stays up-to-date with current technologies and trends in social media, design tools and applications to design and implement creative online campaigns for APS.
- Must have working knowledge and experience in graphic design and associated software to develop social media graphics, mailers and marketing materials.
- Must have knowledge and experience in building and nurturing social media communities.
- Familiarity with digital photography and videography editing software is a plus.

Professional Events Director

- Works closely with the Social Events Director, President and Vice President to plan the APS event calendar, which may include in-person or virtual workshops, panels, experiences etc...
- Responsible for working with the Executive Board to generate event ideas and source speakers for a minimum of 4 - 6 events.
- Manages all aspects of event planning from concept to execution including logistics, programming, outreach, and evaluation. Logistics include event execution including venue selection and coordination, speakers, promotion, pre- and post- event surveys, etc.
- Identifies event roles and responsibilities and delegates tasks to the appropriate board members. (For example, works with the Finance Director to ensure budget constraints are met)
- Thinks big to deliver new ideas and creative approaches to virtual events, partnerships, and sponsorships.
- Familiarity with virtual event platforms and online registration tools like Zoom, YouTube Live, IG/FB Live, Eventbrite, etc. strongly preferred.

Social Events Director

- Works closely with the Professional Events Director, President and Vice President to plan the APS event calendar, which may include in-person or virtual mixers, gatherings, experiences, etc...
- Responsible for working with the Executive Board to cultivate a minimum of 4 events that foster the engagement and connection of the APS community, managing all aspects of event planning from concept to execution.
- Responsible for the development and planning of the Annual APS Gala.
- Identifies event roles and responsibilities and delegates tasks to the appropriate board members. (For example, works with the Finance Director to ensure budget constraints are met)
- Thinks big to deliver new ideas and creative approaches to virtual events, partnerships, and sponsorships.
- Familiarity with virtual event platforms and online registration tools like Zoom, YouTube Live, IG/FB Live, Eventbrite, etc. strongly preferred.

Membership Director

- Responsible for keeping track of membership, sending individual reminders for membership expiration and renewal.
- Welcomes new members, adds them to the APS member-only Facebook group, and sends personalized member communications about upcoming events and member perks.
- Sends monthly updates to the Executive Board.

APS Executive Board: Roles & Responsibilities

- Works with the Events Directors and Communications/Marketing Directors to plan member-specific events
- Works with the Finance Director to calculate and systemize yearly membership revenue sources (including website/paypal, mailed checks, cash, etc.)
- Comes up with creative ways to increase membership and add value for members (i.e. raffles, social media promotion, etc.)

Mentorship Director

- Oversees and coordinates all aspects of the APS Mentorship Program, including setting, tracking, and meeting annual goals around mentee/mentor recruitment, engagement and retention.
- Serves as the recruiter and relationship manager for all mentees and mentors, seeking opportunities to connect with APS members and young professionals (mentee pool) and community leaders / seasoned professionals (mentor pool).
- Develops active communications structure and tools to keep mentees motivated, engaged, and help cultivate the relationship with their mentors, both virtually and in-person.
- Liaises with corporations and community organizations to secure commitment for the mentorship program, developing an outside partnership strategy that will allow for scalable growth as the program expands in following years.
- Works with the Professional Events Director to maintain a calendar of mentorship events, secure program speakers, ensure attendance, and create activities and prompts to encourage meaningful relationships and discussion between mentors and mentees.

Graduate Student Director

- Develops the nuts and bolts of the APS Scholarship Program, planning all logistics from scholarship application, promotion, review and distribution.
- Maintains database of and manages relationships with university campus leadership, Armenian Student Associations, Armenian fraternities and sororities and graduate programs across the U.S. to ensure wide reach and promotion of APS events, initiatives and scholarship program.
- Works closely with the Marketing and Communications Directors to develop and implement the scholarship program marketing strategy.
- Facilitates the scholarship review and evaluation process with the Executive Board.
- Maintains communication with all scholarship recipients, coordinates their attendance/participation at the Annual APS Gala, and works with the Finance Director to distribute scholarship funds.

ALL BOARD MEMBERS ARE EXPECTED TO:

- Be a dues paying member and fulfill the duties expected of their board position.
- Attend the January Board Retreat.
- Attend regular Board Meetings which take place at least once a month.
- Attend all events scheduled throughout the year and assist, as assigned by the Event Directors.
- Play an active role in recruiting new APS members.
- Assist in the identification and solicitation of potential donors.
- Actively promote and advance APS marketing, events and programs via social media, email and word-of-mouth.

APS Executive Board: Roles & Responsibilities

- Bring their flexibility, drive, creative thinking and collaborative spirit to the team to expand the value and reach of APS.

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