



## Girls in Tech Vancouver Executive Team Roles

### Purpose

The purpose of this document is to provide a detailed description of key roles that are critical to run the Girls in Tech Vancouver operations team.

### About Girls in Tech Vancouver

[Girls in Tech Vancouver](#) is a not-for-profit that supports and leverages its global [Girls in Tech](#) counterpart, and focuses locally on the retention of young student and professional women in the technical industry in Vancouver. Retention encompasses many facets including: well-being, integrated business and technical education, and in general, empowering women by fostering a supportive and encouraging technical culture.

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### Expectations from the Executive Team

The Executive Team is a self-run group with governance from the Co-Managing Directors and Advisors as needed. The Executive Team may decide on the frequency of meetings and the number of team members required to run the operations of Girls in Tech Vancouver. It is recommended that the team operates with 7 to 12 active executives.

### Commitment Level

Volunteers on the Executive Team are expected to serve for a minimum of 1 year (12 months). The Executive Team shall be responsible for organizing at least one event per quarter, with the minimum target goal of 4 events per year. It is recommended that the Executive Team runs a general operations team meeting once a month and as needed for event planning. Organizing an event typically takes a minimum of 20 hours of total planning. Some events (such as a hackathon) may be more. Each role will have different expectations in terms of time commitment due to the varying responsibilities.

### Code of Conduct

The Executive Team represents Girls in Tech Vancouver and we set the bar high for ethical conduct. We expect the following values and standards for operating the Girls in Tech Vancouver:

- 1) **Respect** - Be respectful to your team, to our members, and to our community.
- 2) **Integrity** - Act in the interest of our members and of Girls in Tech Vancouver. Be trustworthy and always do the right thing.



- 3) **Safe Space** - Be welcoming and create a safe space for those around you. Harassment, discrimination, or bullying will not be tolerated.

### Exiting the Executive Team

If a member of the Executive Team shall step-down from their role before the 12-month duration, the individual is expected to be involved in finding their suitable replacement (with majority approval of the recommended replacement from the serving Executive Team), or an external recruitment process may be initiated to fill the gap. Current Executive Team members may also fill in the role as needed.

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### Key Roles

The key roles of the Executive Team are:

- [Event Manager Lead](#) (1 position)
- [Sponsorship & Community Relations Lead](#) (1 position)
- [Member Experience Lead](#) (1 position)
- [Marketing Lead](#) (1 position)
- [Social Media Strategist](#) (1 position)
- [Web Development Lead](#) (1 position)
- [Event Coordinators](#) (3-5 positions)

The Managing Directors may also be part of the Executive Team. The Managing Directors are the strategic leaders of Girls in Tech Vancouver and will have a critical influence on the operations of Girls in Tech Vancouver.

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### Role Descriptions

#### Event Manager Lead

##### Role

### Event Manager Lead

##### Experience & Attributes

- At least 1 year experience volunteering as an event coordinator or lead
- Comfortable leading a team of 2-5 and providing constructive feedback
- Complete tasks in an efficient and accurate manner
- Responsible and attentive to details
- Team others with empathy, respect and help others grow
- Clear communication
- Can delegate tasks efficiently
- Able to see and articulate needs
- Managing many moving parts at once doesn't overwhelm you, but inspires you and gives you fire!
- Be calm in otherwise action-packed situations

##### Tasks

- Lead the event team with a clear, direct, calming and reassuring drive
- Support your team with regular check-ins; ensure communication is happening between event team members; be a communication role model
- Ensure the teams provide event information for Facebook pages, Eventbrite postings, and the Girls in Tech website
- Promote and publicize the event - live the event!
- Work closely with \*all\* other Girls in Tech Vancouver members and delegate all requirements as needed
- Create event plan and communicate plan and resource needs to team, including, but not restricted to: venue, date, food, entertainment, speakers, monetary resources, marketing materials
- Innovate to define new event ideas
- Manage overall annual event road-map and ensure we meet our event goals

- Ensure follow-up thanks you's and/or gifts are being sent out to event attendees/volunteers and sponsors
- Send out feedback survey for after the event, for continuous improvement
- Organize event volunteers and recruit for new event members when needed
- Organize and keep accurate records of the preliminary art works
- Organize fundraising events and look for potential sponsors
- Possess excellent understanding of core values of Girls in Tech Vancouver, leading with warmth, respect, empathy accountability and great communication
- Manage and share the "Event Master Guide" document as needed to create best practices for event planning

### Sponsorship and Community Relations Lead

#### Role

## Sponsorship and Community Relations Lead

#### Experience & Attributes

- Minimum of 1 year experience in a community and/or fundraising role
- Demonstrated responsive, thorough and consistent communication
- Organized and logical; comfortable designing PowerPoint slide decks and otherwise for sponsorship packages
- Conscientious; has shown commitment accountability and follow-through in previous working experience
- May have a network of contacts from various organizations that support the women in tech movement
- May have experience in understanding and writing up sponsorship agreements and memorandum of understanding (MOU) documents

#### Tasks

- Drive & organize all event and annual sponsors for Girls in Tech Vancouver
- Work closely with event team to set sponsorship targets and meet event resource needs

- Communicate with sponsors as a first point of contact: reach out to potential sponsors, attainment and follow up with sponsors
- Builds and maintains relationships with past, current, and prospect sponsors
- Manage, update and define the Girls in Tech sponsorship package as needed

### Member Experience Lead

#### Role

## Member Experience Lead

#### Experience & Attributes

- Experience in a communications role or volunteer role
- Empathic with people of diverse backgrounds and experience
- Strategic thinker
- Takes initiative with people

#### Tasks

- Ensure the best experience for our members from beginning to end!
- Define membership experience and strategy
- Help define measures for member care success
- Tend to member inquiries via email, our website, and other channels
- Work closely with Social Media Lead to ensure overall responsiveness and positive interactions through all channels
- Provide concrete feedback to the rest of the team for how we can contribute and what could be improved
- Think globally - what could be done at a Girls in Tech Global level to improve member experience and consistency across chapters?
- Consolidate and gather member data; write surveys and find other ways to gather member feedback for improvement
- Maintain member list and distribution list
- Write monthly newsletter that will provide organization updates and opportunities for engagement with members

### Marketing Lead

#### Role

## Marketing Lead

#### Experience

- Demonstrated visual design experience
- Experience with various marketing media

#### Tasks

- Manage templates for content distribution (PowerPoint, event brochures, posters)
- Designs event logos and marketing content
- Works closely with Social Media Strategists

### Social Media Strategist

#### Role

## Social Media Strategist

#### Experience

- Design, or UI/UX experience
- Experience with social media channels such as Instagram, Facebook, Twitter, and other social media tools.

#### Tasks

- Create Social Media strategy and present to Girls in Tech Van executive team for feedback and improvement
- Create and maintain a consistent, positive, and professional external image for Girls in Tech Vancouver
- Consistently post to Instagram, Facebook and other social media channels (minimum

1x/week to keep engagement levels high)

- Define social media channel purpose for each channel and tailor posts accordingly
- Response to followers on all channels within 48-hours
- Work with Marketing Lead for consistent design look & feel
- Create a “Girls in Tech Vancouver Social Media Guide”

### Web Development Lead

#### Role

## Web Development Lead

#### Experience

- Experience with WordPress or other similar content management system
- Experience with HTML/CSS, JavaScript, PHP and MySQL
- Capable of programming web forms

#### Tasks

- Manage and support the Girls in Tech global website ([vancouver.girlsintech.org](http://vancouver.girlsintech.org))
- Create, manage and support the Girls in Tech Vancouver website
- Integrates website with third party apps such as EventBrite, Google Forms, PayPal, etc.
- Integrates website with social media channels such as Facebook, Instagram, Twitter, LinkedIn, etc.
- Works with Marketing Lead for consistent look and feel
- Works with Social Media Strategist as needed

### Event Coordinators

#### Role

### Event Coordinator (3-5)

#### Experience

- Demonstrated passion for organizing events and track record of contribution to successfully executed events
- Experience determining and communicating resource needs
- Eye for both detail and the bigger picture; able to reflect on what might have been missed
- Comfortable mentoring new team members and seeking feedback

#### Tasks

- Work closely with Event Manager Lead
- Lead and organize individual Girls in Tech Vancouver events (1-2 events per year)
- Create and publish events in EventBrite or other event management application
- Initiates event meetings, sends invites and organizes the group when useful
- Assists with event team meeting notes
- Work with Sponsorship & Community Relations Lead for event sponsorship
- Work with Marketing and Social Media Leads for promotion of event
- Coordinate and instruct event volunteers their roles and responsibilities for events
- Ability to document steps and contribute to Girls in Tech Van Event Master Guide

We are also open to new roles not listed above. If you have a suggestion on a role that would be valuable for the Girls in Tech Vancouver Executive Team and that role aligns with our core values and mission, we welcome your recommendations. Please submit them via email to the Managing Directors ([gislaine.chan@girlsintech.org](mailto:gislaine.chan@girlsintech.org) & [jennifer.waldern@girlsintech.org](mailto:jennifer.waldern@girlsintech.org)) with “Exec Team Roles Recommendations” in the subject line for consideration.

*Last updated on July 15, 2018.*