



## Girls in Tech Vancouver - Management 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 Management Team

The Management Team is a self-run group with governance from the Co-Managing Directors and Advisors as needed. The Management 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 team members.

### Commitment Level

Volunteers on the Management Team are expected to serve for a minimum of 12 months (exceptions may apply). The Management 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 Management 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.

### One-Time Event Volunteers

Individuals may volunteer for a one-time event (or multiple events) if they are not ready to join the Management Team yet. The recommendation is to volunteer as an Event Coordinator and to lead or co-lead one Girls in Tech Vancouver event, or to get in touch with the Event Team Manager ([eventsvan@girlsintech.org](mailto:eventsvan@girlsintech.org)) to inquire about other volunteer roles available.

### Code of Conduct

The Management Team represents Girls in Tech Vancouver and we set the bar high for ethical conduct. We expect the following values and standards for operating 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) **Accountability** - Be responsible and reliable to the team (and to our members). If you are assigned a task, hold yourself accountable or communicate if there are challenges with delivery. We understand that life happens and other priorities can come up, but tell the team in a timely manner so that someone else can step in. Be professional.
  - 4) **Safe Space** - Be welcoming and create a safe space for those around you. Harassment, discrimination, or bullying will not be tolerated.
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## Management Team Recruitment 2019

### Key Roles

The key roles of the Management Team are:

- 1) [Event Manager Lead](#) (1 position)
- 2) [Event Coordinators](#) (3-6 positions)
- 3) [Member Experience Lead](#) (1 position)
- 4) [Marketing Lead](#) (2 positions)
- 5) [Social Media Strategist](#) (2 position)
- 6) [Sponsorship & Community Relations Lead](#) (1 position)
- 7) [Web Development Lead](#) (1 position)

## Roles Descriptions

### Program and Event Team Manager

#### Responsibilities

- 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
- Assign Event Leads for specific events (Yourself, Event Coordinators, or others who are interested)
- Ensure the teams provide event information for Facebook pages, Eventbrite postings, and the Girls in Tech website - work with Social Media Team and Marketing for this
- 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
- Responsible for organizing event dry-run prior to event (at venue if possible, otherwise at alternate location).
- Innovate to define new event ideas: Event/Idea sessions with all events or all operations members bi-monthly
- Manage overall annual event road-map and ensure we meet our event goals
- Ensure follow-up thank 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
- Delegate any of the above as needed
- 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

## Event Coordinators

### Responsibilities

- As an Event Coordinator - reporting into the Event Team Manager - help with all event logistics, planning, and execution of events within the events team (4+ events per year)
- Step up as Event Lead for Girls in Tech Vancouver events, expressing interest to Program & Event Team Manager (recommended: 1-2 events per year).
- Event Leads are responsible for initiation of meetings, communicating resource needs to Event Manager, communicating within Event Coordinator team, and execution of event tasks for a specific event.
- Present on day of event to help run event, and help to find ad-hoc day-of event volunteers when necessary
- Communicate updates and feedback to Program & Event Team Manager regularly
- 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 and ensure accuracy on Eventbrite, Facebook, and other event media pages
- Mentor and train new Event Coordinators and Leads
- 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 - maintain and improve guide as needed

## Member Experience Lead

### Responsibilities

- Ensure the best experience for our members from beginning to end! Includes responsiveness, membership care, profiling, updates and outreach
- Provide/communicate ad-hoc volunteer opportunities to members

- Define membership experience and strategy for our demographic
- 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 (with MailChimp); keep member information up-to-date (we report on this information to Girls in Tech Global)
- Write monthly newsletter that will provide organization updates and opportunities for engagement with members

## Marketing Lead - Digital

### Responsibilities

- Create Digital Marketing Campaign and Strategy
- Optimize advertising and marketing channels, strive to draw audience to our various social media platforms and other content through email, SEO, advertisements and other techniques.
- Create Digital Marketing Content and provide guidance to Social Media Leads w/respect to our
- Manage templates for content distribution (PowerPoint, event brochures, posters)
- Designs event logos and marketing content
- Works closely with Social Media Strategists

## Marketing Lead - Community

### Responsibilities

- Create Community Marketing Strategies to help Girls in Tech Vancouver spread its mission, goals, results and programs to the community
- Create Community Marketing Content - run workshops, find and assign brand ambassadors, create programs and events that will help get the community pumped up about our message!
- Make sure that our message is spread during events and that events and initiatives are staying true to who we are
- Manage templates for content distribution (PowerPoint, event brochures, posters)
- Works closely with Social Media Strategists

## Social Media Strategist

### Responsibilities

- Social media strategy, aesthetic intuition, awareness of use of different functions of media channels, consistency
- Create measures for social media success (goals) and strive to meet those (e.g. number of followers, new members acquired through social media channels, number of relevant posts/week, etc)
- Photography and Videography for posts. Work with Marketing for message
- 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”

## Sponsorship and Community Relations Lead

### Responsibilities

- Work with Public Relations Team members, including Social Media Leads, Marketing Leads, Member Experience Leads. Also work with the Program & Events Team Manager and Events team to ensure cohesive messaging in sponsorship package, making sure logos and other sponsor commitments have been met through various channels.
- 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 professionally and responsively
- Builds and maintains relationships with past, current, and prospect sponsors - can report sponsor history, ongoing sponsors and potential future sponsors at any time
- Manage, update and define the Girls in Tech sponsorship package as needed
- Create Sponsorship funding targets annually and for events and strive to meet those targets

## Web Development Lead

### Responsibilities

- Manage and support the Girls in Tech global website ([vancouver.girlsintech.org](http://vancouver.girlsintech.org))
- Create, manage and support other Girls in Tech Vancouver website (if available)
- 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
- Works with Member Experience Lead as needed for membership content