

pennys4change

Position Descriptions

President

- Oversee all other officers and committees
 - Organize and lead weekly meetings with officers and committees
 - Hold officers accountable to ensure task completion and progress toward goals
 - Create quarterly and yearly strategic plan
 - Facilitate goal-setting among officers and committees
 - Handle all legal matters
 - Serve as main point of contact for Nationals
 - Respond to all emails and inquiries in a timely manner
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Treasurer

- Manage budget to track expenses and donations
 - Strategically plan where money is best spent for pennys4change chapter
 - Maintain Square account
 - Work with Operations Director to ensure collection and deposit of all donations
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Marketing Director

- Organize and lead weekly meetings with Marketing Committee
 - Oversee all social media channels, including monitoring Facebook analytics
 - Correspond with nationals to ensure consistent branding
 - Spearhead planning and execution of Launch Party
 - Oversee initiatives with Change Ambassadors
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Marketing Committee

- Reach and appeal to people through social media channels (Facebook, Twitter, Instagram, Snapchat)
 - Share creative content with public that will be effective in capturing attention while portraying our goals
 - Promote and monitor regular social media contests to create awareness and interest
 - Design flyers and infographics for tabling and social media contests
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Position Descriptions

Change Ambassadors

- Live and breathe pennys4change; Represent wherever you go
 - Generate awareness about pennys4change on your college campus
 - Collaborate with Marketing Director to coordinate promotional events
 - Like and share everything posted on pennys4change social media channels
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Operations Director

- Organize and lead weekly meetings with Operations Committee
 - Oversee the distribution of cups and shirts
 - Maintain spreadsheet to track who needs cups delivered and picked up
 - Delegate delivery and retrieval of cups to Operations Committee
 - Work with treasurer to count donations and ensure that they are deposited
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Operations Committee

- Distribute cups and shirts as delegated by the Operations Director
 - Pick up cups when donors are ready to return them
 - Count and roll all change and hand off to Operations Director or Treasurer
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Expansion Director

- Organize and lead weekly meetings with Expansion Committee
 - Collaborates with individuals, businesses, colleges, and other organizations to spread pennys4change and reach more people
 - Facilitates expansion to other college campuses and planting of new chapters
 - Delegates tasks to Expansion Committee as necessary
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Expansion Committee

- Attend weekly club and committee meetings
- Participate during committee meetings and bring up points at club meetings, when applicable
- Utilize connections to reach out to people interesting in bringing pennys4change to their college or business

