

Austin Food Blogger Alliance Board Positions

President

The President is responsible for providing leadership to the organization and the board as well as for directing the work of the board members. The President's primary focus is leading the members of the board in assuring the organization's mission and commitments to membership are carried out. Additionally the President acts as a liaison to the Advisory Board and the community as a whole. The President is regularly called on to speak to press and to members and guests at events. Finally the President often acts as a mediator when disputes and disagreements arise on the board and in the organization.

Responsibilities

- Provide structure so that the Board can accomplish their work and the organization can fulfill member expectations
- Ensure that Board Members understand their jobs and are able to fulfill their obligations; support the Board Members in execution of their responsibilities
- Help recruit new Board Members and develop succession plans for members that leave the board early as well as for the election of an incoming board every two years as defined in the bylaws
- Ensure that management tools including a budget and year plan are developed to help guide the efforts of the Board
- Liaise with the Advisory Board including scheduling quarterly in-person meetings and maintaining regular communications between meetings to keep the members informed of the organizations activities and progress
- Schedule, prepare for, and chair monthly Board Meetings
- Work with the Executive Committee to manage all business-related filings and paperwork
- Write content for the AFBA blog, social media, or newsletter as needed to accomplish member communication related to board business

Experience Needed

- Demonstrated success leading a group in the creation and execution of long term plans
- Strong communication and organization skills
- Desire to represent the group on local and national stages
- Experience managing teams and business units inside of an organization or as a business owner is highly recommended
- **Note:** As per the bylaws, candidates for President must have previously served on the board

Time Commitment

The President should be prepared to commit up to 20 hours per month to the organization across the following activities:

- Schedule, prepare for, and chair the monthly Executive Committee meeting – 4 hours
- Schedule, prepare for, and chair the monthly Board meeting – 4 hours
- Attend events – 3 hours
- Engage with the community and advisory board – 3 hours
- Support Board Members and general board business via e-mail, phone, and in-person meetings – 6 hours

Vice President

The Vice President facilitates administrative activities of the AFBA board and provides leadership to the organization and the board. The Vice President frequently represents AFBA at community events, and also acts as the liaison between the Executive Committee and the chairs for the Philanthropy and Development Committees.

Responsibilities

- Prepare for and lead meetings of the AFBA Board and Executive Meetings in the President's absence
- Facilitate planning of annual programming goals each November
- Conduct an annual survey of the membership on behalf of the board
- Help draft policy for the organization
- Help plan social activities that fall outside the scope of the Social Committee Chair, such as those for the board and other special groups
- Support Executive Committee members and committee chairs as needed during times of heavy programmatic activity
- Liaise between the Executive Committee and the chairs for the Philanthropy and Development Committees
- Write content for the AFBA blog, social media, or newsletter as needed to accomplish member communication related to board business

Experience Needed

- Demonstrated success in supporting a group in creation and execution of short-term plans
- Experience and connections in the Austin blogging and food communities
- Strong communication and organizational skills
- **Note:** As per the bylaws, candidates for Vice President must have previously served on the board

Time Commitment

The Vice President should be prepared to commit up to 20 hours per month supporting the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 4 hours
- Prepare for and chair the monthly Executive Committee meeting – 4 hours
- Complete special projects on behalf of the Executive Committee - 2 hours
- Attend events - 3 hours
- Support Board Members and general board business via e-mail, phone, and in-person meetings – 6 hours

Secretary

The Secretary is responsible for taking and maintaining the meeting minutes for all AFBA Board meetings and maintaining the most current set of organizing documents (Bylaws, etc.) for the AFBA. The Secretary also acts as the liaison between the Executive Committee and the chairs for the Technology and Marketing Committees, and performs other tasks as needed on behalf of the Executive Committee.

Responsibilities

- Take and maintain meeting minutes for AFBA Board and Executive Committee Meetings
- Maintain organizing documents (Bylaws, etc.) for the group
- Liaise between the Executive Committee and the chairs for the Technology and Marketing Committees
- Support Executive Committee members and committee chairs as needed during times of heavy programmatic activity
- Oversee any legal review or support the board requires to perform regular business

Experience Needed

- Strong organizational and documentation skills

Time Commitment

The Secretary should be prepared to commit up to 15 hours per month to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Prepare for and chair the monthly Executive Committee meeting – 3 hours
- Complete special projects on behalf of the Executive Committee - 2 hours
- Attend events - 3 hours
- Support Board Members and general board business via e-mail, phone, and in-person meetings – 4 hours

Treasurer

The Treasurer is responsible for keeping all financial records for AFBA, including membership payments and an annual budget, and reporting those records to the board. The Treasurer also acts as the liaison between the Executive Committee and the chair for the Membership Committee, and performs other tasks as needed on behalf of the Executive Committee.

Responsibilities

- Prepare the AFBA budget prior to the beginning of each fiscal year, based on programmatic goals and activities set by the board during the November meeting
- Monitor and balance AFBA accounts throughout the year, and present that information to the Board at monthly meetings
- Prepare and submit a financial statement showing AFBA's net worth at the end of each fiscal year
- Attend monthly meetings of the AFBA Board and Executive Committee
- Lead a committee that will support the programmatic goals of the organization including
 - Processing and recording membership payments
 - Communicating membership updates to the Membership, Marketing, and Technology Chairs
 - Creating invoices for sponsorships in conjunction with the Development Chair
 - Supporting the Marketing, Education, Philanthropy, Social, or other special committees when their programming involves financial transactions
- Liaise between the Executive Committee and the chair for the Membership Committee
- Support Executive Committee members and committee chairs as needed during times of heavy programmatic activity
- Write content for the AFBA blog, social media, or newsletter as needed to accomplish member communication related to financial transactions

Experience Needed

- Strong organizational and communication skills
- Demonstrated success at keeping financial records on behalf of an organization or as a business owner

Time Commitment

The Treasurer should be prepared to commit up to 20 hours per month to support the organization through the following activities:

- Process and report ongoing membership transactions - 3 hours
- Prepare for and attend the monthly Board meeting – 3 hours
- Prepare for and chair the monthly Executive Committee meeting – 3 hours
- Attend events - 3 hours
- Process, record, and report financial transactions that are generated as part of special events or programming by the group – 3 hours
- Support Board Members and general board business via e-mail, phone, and in-person meetings – 3 hours

Development Chair

The Development Committee Chair is responsible for overseeing partnerships between AFBA and for-profit community partners. This includes documenting and acknowledging in-kind gifts, donations, sponsorship agreements, and informal partnerships between AFBA and third-parties.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Work with the Executive Committee to create and implement a sponsorship policy for the organization
- Identify potential supporters and approach them to support AFBA
- Check AFBA email at least once a week to triage and respond to partnership requests
 - Document and evaluate requests to determine if they align with the programmatic goals and needs of the Alliance
 - Connect supporters with the appropriate Committee Chairs
 - Respond to emails with next steps or regrets as appropriate
- Recruit and manage a committee, if necessary, to support the programmatic goals of the organization including
 - Distribute comp tickets and press passes to various events to AFBA Members
 - Support the Marketing, Education, Philanthropy, Social, or other special committees when their programming involves for-profit partnerships and sponsorships
 - Assist with grant writing
- Write content for the AFBA blog , social media, or newsletter as needed to accomplish member communication related to sponsorships

Experience Needed

- Knowledge of non-profit fundraising best practices, sponsorship agreements, and grant writing
- Strong written and verbal communication skills
- Event planning, promotion, and execution experience
- Strong relationships in the Central Texas food, business, and blogging communities

Time Commitment

The Development Chair should be prepared to commit up to 12 hours per month to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Correspond and meet with potential and active partners – 4 hours
- Assist committee chairs with sponsorship agreements that are generated as part of special events or programming by the group – 2 hours
- Attend events - 3 hours

Marketing Chair

The marketing chair is responsible for spreading the word about the Austin Food Blogger Alliance externally – both on social media and with traditional media – and internally to our own members. AFBA is active on Twitter, Facebook, Google+ and Pinterest. The group communicates internally through at least one member e-newsletter per month, and maintains a private group on Facebook to facilitate member interaction.

Responsibilities:

- Attend monthly meetings of the AFBA Board
- Support the board by promoting AFBA events, both internally and externally.
- With support from the AFBA Board, compile and send at least one e-newsletter per month.
- With support from Committee Members, write and distribute press releases and media advisories on behalf of the group, or to promote specific events
- Schedule and oversee media interviews on behalf of the group
- Recruit and manage a committee to ensure continuous social media interaction on AFBA channels and evaluate social media strategy.
 - Follow new members on Twitter, and add them to the members list.
 - Welcome new members on our social media outlets.
 - Manage dlvr.it account, ensuring members food-related blog posts appear on our Twitter and Facebook feeds.

Experience Needed

- Experience with social media and traditional media relations, including constructing social media content on behalf of a brand, and demonstrated success in building relationships with local media contacts including reporters, producers, and bloggers.
- Strong writing, organizational and communication skills

Time Commitment

The Marketing Chair should be prepared to commit up to 15 hours per month to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Social media strategy and communications - 6 hours
- Traditional media strategy and communications - 1 hour
- Member newsletters - 1-2 hours
- Publicity support for external events - up to 4 hours per month, once each quarter

Membership Chair

The membership chair is the bridge between the organization and members. The chair is responsible for evaluating new membership application as well as once-yearly membership renewal. The chair is also responsible for answering all questions about membership and for keeping the board apprised of the status of membership. The board also looks to the membership chair to make recommendations on ways to improve the membership on-boarding and review process as well as opportunities to optimize the overall membership experience.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Review member applicants based on criteria set forth by the Board
- Work with Treasurer to resolve member issues such as dues nonpayment
- Add and remove members from Facebook group
- Recruit and manage a committee, if necessary, to accomplish annual review of all member blogs for renewal
- Working with other board members to support events or programs
- Write content for the AFBA blog , social media, or newsletter as needed to accomplish member communication related to membership

Experience Needed

- Strong organizational and communication skills
- Excellent customer service skills with a friendly voice

Time Commitment

The Membership Chair should be prepared to commit up to 15 hours per month to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Process membership applications and respond to member emails - 12 hours

Philanthropy Chair

The Philanthropy Chair is responsible activities related to the community service element of the AFBA mission. The board looks to the Philanthropy Chair to select non-profit partnerships and plan activities for our members in support of those groups.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Research and organize four philanthropy or outreach events each year in partnership with non-profit organizations in the Austin area. Events may be service-oriented or serve to raise funds/awareness for the non-profit.
- Provide support and oversight for the AFBA Volunteer Corps liaison.
- Work with the Treasurer to set a an annual budget for philanthropy events, and to manage financial transactions related to philanthropy events.
- Work with the Development chair to identify possible for-profit partners and execute sponsorship agreements related to philanthropy events.
- Recruit and manage a committee of volunteers to execute large-scale events.
- Write content for the AFBA blog , social media, or newsletter as needed to accomplish member communication related to philanthropy events

Experience Needed

- Familiarity with non-profit organizations, including identifying potential non-profit and community partners
- Demonstrated success at event planning as part of a team
- Ability to communicate well and coordinate volunteers and resources efficiently
- Some knowledge of fundraising and development

Time Commitment

The Philanthropy Chair has a variable workflow depending on the scope and type of philanthropy activities happening during each quarter. (S)he should be prepared to commit up to 20 hours per month during months when there is a philanthropy event, and up to 12 hours per month during the remaining months of the year to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Prepare for and attend Philanthropy Committee meeting(s) - 2 hours
- Correspondence with potential non-profit community partners - 2 hours
- Planning and attending events - 8 hours to 20 hours during months when there is a philanthropy event; 3 hours during months when there is not a philanthropy event

Social Events Chair

The Social Events Chair is responsible for leading the Social Events committee to coordinate cost-conscious food/drink-related social events for AFBA members with the goal of promoting networking and collaboration among food-loving members and making sure participation in AFBA is fun! Social events may take any form decided on by the Social Events Chair and the board.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Create at least four social events annually according to board planning and events calendar.
- Work with the Treasurer to set a social events annual budget, and to manage financial transactions related to social events.
- Work with the Development chair to secure sponsored space or other partnerships to offset expenses
- Write content for the AFBA blog , social media, or newsletter as needed to accomplish member communication related to Social Events
- Correspond with members via email or social media to ensure questions related to events are addressed and to manage coordination with attendees.
- Recruit and manage a committee, if necessary, to ensure successful planning, implementation, and follow-up related to social events
 - Before the event, check with board and local calendars to ensure event dates will allow for maximum participation by the membership
 - Locate and and secure event locations
 - Manage event invitations and registrations using software such as TicketBud, and oversee guest check-in and ticket sales on-site
 - Invitation/Registration Management - Working with the Membership Chair to secure the most up-to-date membership list to send event invites to through agreed-upon event registration tool.
 - Work with the Marketing Chair to promote events through social media channels and newsletters.
 - On-Site Coordination - Arrive at event location in advance to prepare/set-up/check-in guests as they arrived. (Consider using Eventbrite attendee check-in app. if using Eventbrite). Bring name tags and pens for attendees. Take photos.
 - Post-Event Coordination - Work with Treasurer to set up payment structure for each event to make sure ticket proceeds are distributed to the appropriate place (back to AFBA account, restaurant or venue hosting event, entertainment provider, etc.)

Experience Needed

- Demonstrated success at planning and executing events as part of a team

Time Commitment

The Social Events Chair has a variable workflow depending on the scope and type of social activities happening during each quarter. (S)he should be prepared to commit up to 20 hours per month during months of the year when there is a social event, and up to 7 hours per month during the remaining months of the year to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Plan social events- 9 hours in months when there is a social event; 0-1 hours in months when there is not a social event
- Attend events - 5-8 hours in months when there is a social event; 2-3 hours in months when there is not an event

Education Chair

The education chair is responsible for providing educational content and activities for the AFBA membership. The content topics are typically centered around (but are not bound by) food blogger legal matters, business goals, and improving food bloggers' skills.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Create at least four education events annually according to board planning and events calendar, and according to the interests of our members
- Work with the Treasurer to set an educational events annual budget, and to manage financial transactions related to educational events.
- Work with the Development chair to secure sponsored space or other partnerships to offset expenses
- Write content for the AFBA blog , social media, or newsletter as needed to accomplish member communication related to Educational Events
- Correspond with members via email or social media to ensure questions related to educational events are addressed and to manage coordination with attendees.
- Recruit and manage a committee, if necessary, to ensure successful planning, implementation, and follow-up related to educational events
 - Secure a location for the event
 - Invite speakers and experts to provide content at education events
 - Ongoing duties of the education chair are:
 - Build positive relationships with experts that may provide educational content

Experience Needed

- Demonstrated success at planning and executing events as part of a team
- Experience attending and planning educational events, including panel moderation
- Knowledge of issues and trends in web content, blogging, technology and social media

Time Commitment

The Education Chair has a variable workflow depending on the scope and type of education activities happening during each quarter. (S)he should be prepared to commit up to 20 hours per month during months of the year when there is an education event, and up to 7 hours per month during the remaining months of the year to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Plan education events- 10 hours in months when there is a education event; 0-2 hours in months when there is not an education event
- Attend events - 5-8 hours in months when there is an education event; 2-3 hours in months when there is not an event

Technology Committee Chair

The Technology Committee Chair is responsible for the identification, implementation and maintenance of the technology tools necessary for the AFBA to achieve its goals.

Responsibilities

- Attend monthly meetings of the AFBA Board
- Build and maintain tools to help the board communicate with various constituents
 - AFBA Website (Wordpress)
 - E-mail marketing and lists (MailChimp)
 - Document storage (Google Drive)
 - Communications list (Google Group)
- Recruit and manage a committee, if necessary, to help update software, add pages to website, etc. as appropriate
- Identify and implement new tools as required to support other committee and board activities

Experience Needed

- Demonstrated success working on the Wordpress platform
- Experience with email marketing clients like MailChimp is preferred but not required
- Google Drive and Documents

Time Commitment

The Technology Chair has a variable workflow depending on the scope and type of technology activities (s)he undertakes. (S)he should be prepared to commit up to 20 hours per month during times of heavy improvement and updates to AFBA technology systems,, and up to 7 hours per month during the remaining months of the year to support the organization through the following activities:

- Prepare for and attend the monthly Board meeting – 3 hours
- Update web content and structure - 3-10 hours
- Research and recommend improvements to existing systems - 1-10 hours