



## Manager Application Guidelines Overall, Internal, External and Finance Director Positions

Thank you for your interest in becoming the next Overall, Internal, External or Finance Director of Dance Marathon at the University of Florida. Please provide all requested information and any other information that you feel might be pertinent. Applications are due to Nha-Uyen Hua at [nhua@floridadm.org](mailto:nhua@floridadm.org) by Monday, March 23<sup>rd</sup>, at 5pm. Upon receiving your application, Nha-Uyen will contact you with your interview time. Interviews will be Tuesday, March 24<sup>th</sup> beginning at 5pm. If you have any conflicts, please let her know when you submit your application. All applicants must submit a \$20 application fee (cash or check made payable to Children's Miracle Network) at the time of their interview. Please see the attached sheet for a description of the positions. Further questions can be directed to the current Overall, Internal, External and Finance Directors.

Name:

Student ID Number:

Major and Classification:

Polo Size:

UFL Email Address:

Alternate E-mail Address:

Local Address:

Permanent Address:

Phone Number:

Emergency Contact:

Current Dance Marathon Position:

Please rank only the positions you are applying for:

\_\_\_\_ Overall    \_\_\_\_ Internal    \_\_\_\_ External    \_\_\_\_ Finance

Will you be in Gainesville over the summer? (Please circle.)

Summer A      Summer B      Summer C

If you are not selected as a manager, would you like to be considered for an OT position? (Please circle.)

Yes    No

If yes, please list your top three:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Please include the following items in your application:**

- A current resume
- A report, in bulleted format, detailing each Overall Team position and major events from the 2015 year, including a critique of any problems you would seek to solve and new ideas for the 2016 year. Please focus on your ideas and goals for the future. This part of the application should be

no more than three pages. (Internal and External applications should include critiques only of the positions overseen by that respective team. See attached for team listings.)

- Answers to the following questions:

1. What suggestions or improvements can you offer to improve the actual event for next year?
2. How will your past experiences benefit you in the position?
3. What are your time commitments for the 2015-2016 academic school year? How much time do you envision your position will entail?
4. How would you plan on managing the new team, if you are chosen? Please provide an example of your management style.
5. Please provide any additional information you think would be pertinent to your application.

You must be available on March 25<sup>th</sup> – March 27<sup>th</sup>, 2015, to interview candidates for the 2016 team. There is a transition meeting scheduled for March 30<sup>th</sup> at 8:00pm that you will be required to attend if chosen for one of the four positions. It is strongly suggested that Managers remain in Gainesville over the summer, but this will not impact the decision.

### **Description of Positions**

*The Management Team meets weekly with Advisors and, as a team, is responsible for guiding the day-to-day direction of the organization, conflict resolution and ensuring the future success of the organization.*

**Overall Director:** The Overall Director is responsible for representing Dance Marathon at UF to the campus, community and hospital at any and all events throughout the year and for maintaining positive relationships with other major student organizations on behalf of Dance Marathon. The Overall Director will serve as a member of the CMN Leadership Council and will attend events for CMN Hospitals on behalf of Dance Marathon. All hospital correspondence should be filtered through the Overall Director; they are responsible for relaying necessary information to the Overall Team. The Overall Director facilitates weekly team meetings, ensures that each position has the resources they need to be successful, and oversees the completion of tasks and responsibilities of every other member on the team. The Overall Director oversees every position but directly oversees the Marathon Relations Director. The Overall Director works closely with the Finance Director to ensure successful fundraising efforts and generate new ideas to increase fundraising and student involvement. The Overall Director works with the Marathon Relations Overall to set goals and strategize successful high school marathons, maintain relations with other collegiate Dance Marathon programs, and incorporate UF Faculty and Staff into the event. Additionally, the Overall Director is responsible for seeing the “bigger picture” to ensure seamless communication and teamwork.

The Overall Director oversees Marathon Relations.

**Internal Communications Director:** The Internal Communications Director is responsible for creating the event timeline, coordinating all internal teams, maintaining the Dance Marathon office and keeping office logs. They also are responsible for planning the Overall Team retreat at the beginning of the school year. The Internal Director is responsible for recruiting and coordinating Captain and Staff applications and interviews, as well as maintaining communication with all Captains and Staff throughout the year to encourage internal fundraising and keep them informed about upcoming events and activities. This position is also responsible for compiling the agenda for

the weekly Overall Team meetings and taking minutes at the meeting. The majority of the day-to-day work of this position stems from working with the individual internal team members to brainstorm the improvement of the event and other Dance Marathon procedures. Outstanding and efficient time management, along with the ability to delegate tasks and relay information, are critical for this position. The Internal Director works alongside the Overall Director, External Communications Director and Finance Director to act as a Manager.

The Internal Director oversees the following teams:

- Dancer Relations
- Entertainment
- Family Relations
- Merchandise
- Morale
- Operations
- Recruitment

**External Communications Director:** The External Communications Director is responsible for overseeing and assisting with all sponsorships, public relations campaigns, wording, messaging, branding, images, videos and website material for Dance Marathon. The External Director should spend the summer months working with the Overall Director, CMN Leadership Council and Sponsorship Director to reach out to sponsors and attain corporate sponsorships as well as retain local and regional sponsors through the creation of a stewardship plan. The External Director is responsible for creating a marketing plan to be used by all external team members throughout the year, which includes sponsorship levels, marketing kits, recruitment kits, high school kits, title sponsorships, and an updated contract form. The External Director is required to organize and keep track of all sponsors in order to ensure that they receive full recognition and appreciation for their contribution before, during and after the main event. The External Director is responsible for maintaining complete and accurate sponsorship information and alumni lists with the University of Florida Foundation, via the CMN Advisor and UF & Shands Office of Development. The External Director is responsible for working with the Overall Director to communicate with the Dance Marathon Alumni Association and aiding in their continued growth. Along with these individual duties, the External Director works and acts as a Manager, alongside the Overall Director, Internal Communications Director and Finance Director.

The External Director oversees the following teams:

- Community Events
- Creative Development
- Hospitality
- Multimedia
- Public Relations
- Sponsorship

**Finance Director:** The Finance Director is responsible for collecting, tracking and maintaining all funds raised by Dance Marathon at UF throughout the year. The Finance Director manages online and event donations. The Finance Director is also responsible for working with Delegates to communicate timely updates regarding their organization's fundraising status. The Finance Director is responsible for keeping expenses to a minimum for all other team members and for working closely with the Overall Director to generate new fundraising ideas, incentives and

competitions to increase student participation. The Finance Director works closely with the External Communications Director, Marketing, Hospitality, Community Events, and Recruitment Directors to help them set goals and evaluate progress throughout the year. The Finance Director is responsible for any troubleshooting or error corrections for the online Kintera fundraising system. Experience with accounting and Excel is necessary. The Finance Director works closely with the CMN Advisor to maintain accurate financial records with the UF & Shands Office of Development. The Finance Director works alongside the Overall Director, Internal Communications Director and External Communications Director to act as a Manager.