

ASSISTANT DIRECTOR *application*



Applications are due via email to Toni JeBailey, Membership Manager, at tjebailey@floridadm.org, by **Wednesday, May 10 at 5:00 p.m.** Please include a one-page resume, headshot, and answers to the questions listed below. Toni will send a form to sign up for an interview time on Wednesday, May 10 around 6:00 p.m. Interviews will be held via Zoom on **Thursday, May 11 and Friday, May 12** starting at 4 p.m. Please visit the [DM at UF Store](#) to pay the \$20 Assistant Director Application Fee. If you have already paid an application fee this semester, your fee has been waived. Please note that if offered a position, there will be an OT/AD Meeting via Zoom on **Monday, May 15 at 7:00 p.m.**

The Assistant Directors will work all year with their respective Overall Directors to ensure steady growth and management within their Captain teams. Assistant Directors should possess effective skills in responsibility, organization, and leadership. They will be expected to take initiative within their assigned tasks and be able to appropriately communicate with their fellow Captains, Assistant Directors and Overall Director. This year, Assistant Directors should be prepared to undertake their roles and responsibilities **immediately** after selection. The responsibilities of each Assistant Director position are outlined at the end of the application.

Name:

UF ID Number:

Major and Classification:

UFL Email Address:

Personal Email Address:

Phone Number:

Will you be a registered UF student for the entire 2023-2024 academic year? Circle Yes or No

Please list your choices in order for Assistant Director Positions: (Format: Team, Position)

(Note: you only need to apply for one position)

1. _____
2. _____
3. _____

Please answer the following questions for *each position* you're applying for.

1. Why are you choosing to apply for this Assistant Director position?
2. What improvements would you like to implement if you are chosen for this position?
3. What new ideas do you have to implement for your specific Assistant Director position?
4. What qualities do you possess that will help you in your role as Assistant Director?
5. What are your time commitments for the 2023-2024 academic school year? How much

time do you envision your position will entail?
The following are descriptions of each team's positions:

Community Outreach

Assistant Director of Community Engagement

- The Assistant Director of Community Engagement will be responsible for broadening our organization's connections with the greater Gainesville community by enhancing awareness about DM at UF's mission intentionally to our Community Partners and Hospital Staff. One of their goals will be to establish closer relationships with our Community Partners and create those interpersonal connections with our organization's internal members and our community. The position will entail target engagement groups: Community Partners and Hospital Staff. They will be responsible for facilitating Hospital Staff engagement opportunities, building trust between Community Partners, and personally inviting them to any DM at UF events (i.e. Moralloween, Fall Kickoff, the Main Event). This position will also be responsible for the organization and creation of Giving Tuesday, as well as coordinating multiple volunteer events for Captains and other internal members to attend and participate in throughout the year. By actively outreaching to our Greater Gainesville Community, we can strengthen the relationships with our partners outside of our organization. This AD will work in tandem with Digital Marketing and Public Relations Assistant Directors to spread volunteer opportunities and awareness of our external partners through social media, as well as manage the Captain team's social media. All Community Outreach ADs will collaborate with the Overall Director throughout the year to work on shared ideas and projects.

Assistant Director of University Relations

- The Assistant Director of University Relations will be responsible for engaging with the internal university community, which includes but is not limited to, internal member parents, alumni, UF Faculty/Staff, and any other university-affiliated relations. This role will actively promote the message and mission of DM at UF among external organizations that are not solely service-based, such as fundraising nonprofits. One of the goals of this role is to establish stronger, more meaningful connections with UF Faculty, Staff, and Alumni, in order to encourage their participation in our events and express our gratitude. This role will also focus on improving internal communication within our organization and building relationships with other external organizations on campus. Additionally, the Assistant Director will engage with faculty to facilitate networking opportunities for our members. Specific responsibilities of this role include executing Family Appreciation Week, engaging with the DMA community, conducting service check-ins in Turlington in collaboration with the Dancer Relations Assistant Director of Check-Ins, and organizing team bonding activities for Captains. All Community Outreach ADs will collaborate with the Overall Director throughout the year to work on shared ideas and projects.

Assistant Director of Logistics

- The Assistant Director of Logistics will work alongside the Overall Director in facilitating all logistical aspects of the team, with a major emphasis on fundraising, and intra-team communication (i.e emails, messaging platforms, Google Docs, Excel spreadsheet tracking, etc). This position will closely work with finance to coordinate the finances of said details and will also be responsible for tracking and arranging Captain fundraising activities throughout the year. On top of this, this position will also be responsible for facilitating intra-team communication regarding sending out meeting minutes within 24 hours of each meeting, as well as taking attendance at all mandatory Captain meetings throughout the year, creating an up-to-date Community Outreach Google Calendar, organizing team sign up spreadsheets for

events such as Giving Tuesday and other volunteer events, and working alongside with the Overall Director, in collaboration with Sponsorships and Hospitality Assistant Directors, to brainstorm potential ideas for the Miracle Gala. All Community Outreach ADs will collaborate with the Overall Director throughout the year to work on shared ideas and projects.

Dancer Relations

Assistant Director of Check-Ins

- This position will be in charge of organizing weekly Check-Ins for Spirit Points. This entails planning a variety of engagement for members of the DM community, especially Dancers that attend Check-Ins. This position will work closely with the Family Relations team to make sure that families are invited and included in Check-Ins. Furthermore, this position will be responsible for sending out sign-ups to Dancer Relations Captains and tracking Captain participation at Check-Ins. This position will plan and execute Fall and Spring Dance Week. This position will also assist the Dancer Relations Overall and Assistant Director of Dancer Engagement in crafting an effective way to track individual and organization Spirit Points. They will also be responsible for organizing and executing the distribution of Spirit Point incentives. This position will also communicate with the Community Outreach Assistant Director of University Relations to plan service check-ins. Lastly, this position will manage Dancer Check-In and Visitor Check-In/Check-Out during the Main Event in the Spring.

Assistant Director of Dancer Engagement

- This position will be in charge of ensuring a year-long experience to those who are registered to dance. This entails planning and executing All-Dancer events in the Fall and Spring semester and tracking Dancer engagement in events with Spirit Points. This position will also be responsible for assisting the Dancer Relations Overall in organizing and attending all Dancer Forums and GBMs. This position also includes monitoring Captain engagement with their own organization and dancers. The person serving in this position will provide Captains with the tools needed to properly execute smaller events with the registered Dancers within their paired organization. This position will also have frequent contact with the Fundraising and Organizational Development team to aid Dancer Relations Captains in learning about the times and locations of their organization's meetings and events and to help assist them with ambassadors to get dancers where they need to be at certain points in the year. This position will also have frequent contact with the Recruitment team to help assist in gaining dancers. Lastly, this position will be responsible for Dancer Retention, and planning engagement and incentives for Second, Third, and Fourth-Year Dancers.

Assistant Director of Internal Relations

- This position will be in charge of team fundraising, which will be done by monitoring a tracking sheet that contains information about previous individual Captain and Team fundraising. This position will encourage team fundraising by giving presentations at weekly meetings and planning team fundraisers, which will take place at least once a semester. Furthermore, this position will be in charge of managing excuses, keeping track of attendance at meetings and taking and sending out weekly meeting minutes. This position will also be in charge of bonding, not only within the Dancer Relations team, but with other Captain teams as well. Lastly, this position will be in charge of coordinating Spirit Week activities to ensure that they run in an efficient manner.

Assistant Director of External Relations

- This Position will be in charge of The Gator-Aides, because this is a new addition to Dancer Relations responsibilities, this AD will be tasked with establishing this program on our Captain team and working with our Captain to educate them on Gator-Aides and their responsibilities to

this organization. This position will also be responsible for working with the Dancer Relations Overall and the Fundraising and Organization Development team regarding tracking and engagement of the Gator-Aides. This position will be in charge of alumni relations, which will entail writing the semester newsletter along with updating the Dancer Relations alumni social media groups. This position will also be responsible for working with the Dancer Relations Overall to draft all Dancer communications (texts, emails, group-mes) and track your Captain's progress in sending these messages.

Digital Marketing

Assistant Director of Internal Design

- The Assistant Director of Internal Design will work closely with the Digital Marketing Overall Director and is in charge of delegating and overseeing all social media graphics throughout the year, including the summer. They will be responsible for developing creative ideas to enhance Dance Marathon's brand and mission, while ensuring that all graphics are in line with the official branding guidelines. All graphics must be approved by this Assistant Director and the Overall Director before being finalized.

Assistant Director of External Design

- The Assistant Director of External Design will work closely with the Digital Marketing Overall Director and is in charge of delegating and overseeing merchandise and fundraising graphics throughout the year, including the summer. They will be responsible for developing creative ideas to enhance Dance Marathon's brand and mission, while ensuring that all graphics are in line with the official branding guidelines. All graphics must be approved by this Assistant Director and the Overall Director before being finalized.

Assistant Director of Technology

- The Assistant Director of Technology will work closely with the Overall Director to oversee all of the ongoing projects being completed by the Technology side of the team. This AD will be responsible for communicating with the developers in charge of Website and iOS ventures, as well as Overall Directors for any updates and changes. This AD must frequently check the Tech Request form and delegate assignments accordingly. This position will be responsible for ensuring deliverables and efficient operations of the Tech team as a whole.

Assistant Director of Internal Affairs

- The Assistant Director of Internal Affairs will work closely with the Overall and other Assistant Directors to improve communication and organization amongst the team. This AD will be responsible for tracking team engagement and fundraising, facilitating team bonding, communicating with Alumni, assisting with Captain Recruitment, and running the team's Instagram. This AD will also be required to facilitate two main team fundraisers, one in the Fall and one in the Spring.

Family Relations

Assistant Director of Family Events

- This Assistant Director will be responsible for assisting the Family Relations Overall Director in all family-oriented events throughout the year. They will plan Family Fun Days each month and work with the Family Events Committee on brainstorming ideas for the Family Room, collecting materials, coordinating "work nights", and setting up the Family Room and Family Zone at the Main Event. They will work with the Overall Director, Sponsorships Overall Director and Finance Manager to secure sponsors for Family Fun Days and Family Room supplies. This position requires creativity, delegation, and the ability to oversee groups of people.

Assistant Director of Family Outreach

- This Assistant Director is responsible for facilitating cause-connection throughout the Dance Marathon at UF community by coordinating communication and activities with organizations, Captain Teams, and Emerging Leaders. They will work with the Fundraising & Organization Development Assistant Director of Organization Relations on building Ambassador connections between Captains and Miracle Families. This includes facilitating visits between Family Relations Captains, Miracle Families, and organizations once per semester while promoting communication between Miracle Families and organizations via Facebook, emailed newsletters, text messages, etc. They will also coordinate "Family Captain Visits", in which two Captains will visit the weekly meetings of other Captain Teams & ELP Units to share their paired Miracle Family's story. This position requires diligence, adaptability, and exceptional communication skills to ensure impact across the organization.

Assistant Director of Tracking

- This Assistant Director will be responsible for working with the Finance Manager on tracking Captain fundraising throughout the year. They will plan and execute team fundraisers (at least once per semester) with the help of the Team Fundraiser Chairperson, conduct in-meeting fundraising exit tickets, and host one-on-one meetings with Captains to address fundraising concerns throughout the year. This position will also take attendance at each event and manage absence excuses, ensuring that Captains and Assistant Directors attend all required meetings, DM-sponsored events, Family Fun Days, Family Room work nights, bonding events, and team fundraisers. They will complete the meeting minutes and share them with the Captains as well as record MiracleMoments to share with the Overall/Assistant Director Team. This position requires organization, initiative, empathetic interpersonal communication, and creativity in fundraising strategies and use of graphic design tools.

Assistant Director of Community

- This Assistant Director will be responsible for engaging the Family Relations team with the community. They will work with the Dance Marathon at UF advisors on facilitating communication and visitations with UF Health Shands Children's Hospital. They will work as the team liaison responsible for stewardship efforts for thanking hospital staff, team donations to the hospital, and assisting with hospital visits. They will collaborate with the Alumni Relations Chairperson & Membership Manager on engaging Family Relations & Dance Marathon Alumni through communication via monthly newsletters and alumni social media pages, as well as facilitate connections between current Captains and alumni Captains previously paired with the same Miracle Family. They will organize and facilitate team bonding events, as well as Mentor Mentee Challenges. This position will be in charge of assisting the Overall Director with writing the monthly newsletter for the Miracle Families and will oversee the team's social media pages with the help of the Social Media Chairperson. This position requires personability, professional communication, and flexibility with hospital guidelines.

Fundraising & Organization Development

Assistant Director of Organization Relations

- The Assistant Director of Organization Relations will work with the FOD Overall Director, the Assistant Director of Fundraising Engagement, and the Assistant Director of External Operations to ensure the development of all Organizations and their Ambassadors throughout the year. They will focus on creating impactful programming that specifically caters to Greek, Student, and Emerging Organizations for each Ambassador Small Group. This AD will be responsible for

leading a breakout session in each Captain meeting for those assigned to Greek Orgs and Student and Emerging Orgs to discuss the most effective ways to reach their Ambassadors while also detailing the contents of their PowerPoint for each Ambassador Small Group. This person will also be responsible for organizations' Ambassador engagement including but not limited to monitoring attendance, creating meeting minutes, and tracking each Organization's efforts in regard to fundraiser events. This individual should be creative and possess strong communication skills and ideally have had success working with Orgs in the past. They should be comfortable giving presentations and forming relationships with others. This position will also help to recruit Captains during Captain application season. Diligent monitoring of organization Ambassadors as well as the Captains overseeing them are required to succeed in this position. The Assistant Director of Organization Relations will be expected to evaluate potential Ambassadors for organizations and assist the FOD Overall Director in selecting Ambassadors for each org after an application and interview process. Alongside the AD of External Operations, this position will spearhead the Ambassador Retreat events that happen each semester.

Assistant Director of Fundraising Engagement

- The Assistant Director of Fundraising Engagement will be mainly focused on the monitoring and assessment of both Captain Teams and ELP Units during the DM at UF 2024 Year. Responsibilities of this position will include aiding the FOD Overall and Finance Manager in the tracking and projection of all Internal fundraising efforts, being a supporting role to the Overall Director of FOD with DonorDrive and matching pushes, working with other Captain Teams throughout various campaigns in the year, working closely with the ADs of Fundraising from all other Captain Teams, meeting with the AD of External Operations to assess the performance of organizations' fundraising engagement, plan a fundraising help and engagement station to have at Check-Ins monthly and during campaigns. The AD of Fundraising Engagement will be expected to be adept at thinking strategically and creatively. They will have foresight when planning for initiatives weeks, sometimes months in advance. In addition, the AD of Fundraising Engagement will be asked to think of how to engage members during campaigns throughout the DM at UF 2024 Year with all internal and external populations in mind.

Assistant Director of Internal Operations

- The Assistant Director of Internal Operations will focus mostly on the day-to-day, campaign-to-campaign performance of the FOD Captain Team. The tasks expected of this position include monitoring fundraising tracking and projections of the team, planning and executing fundraising nights and bonding nights, development of 1st year captains' leadership capabilities and acclimation to FOD, taking point on FOD alumni engagement (maintaining the FOD alumni Facebook group, FOD alumni matching, etc.) and meeting with the Overall Director of FOD to discuss the previously mentioned initiatives and help determine the course of action. This individual will also be responsible for working with FOD as a whole and maintaining strong connections with the Captains to keep team morale at a high. This Assistant Director will also be
- welcome to utilize eager Captains to assist with projects/campaigns throughout the year, in a committee fashion or perhaps through other means. This individual will be expected to have strong critical thinking skills, be adept at leading by example, and have strong interpersonal communication skills. A strong desire to bring a group of people together to cultivate an environment of teamwork and cooperation is necessary to thrive in this position.

Assistant Director of External Operations

- The Assistant Director of External Operations will mainly focus on monitoring and assessment of both ambassadors and organizations within the Ambassador Program as a whole during the DM24 season. Responsibilities of this position include the tracking and projection of the Ambassador Program fundraising, being a supporting role to the Overall Director of FOD with

DonorDrive and matching pushes, in charge of the signup and execution of the org presentation initiative (where Captains conduct presentations at organizations' meetings), working with other Captain Teams throughout various campaigns in the year, as well as working with Captain Teams that FOD synergizes with throughout the DM at UF 2024 Year, and meeting with the AD of Organization Relations to assess performance of both the ambassadors and the orgs they represent. The AD of External Operations will also be responsible for ambassador programming which includes planning the ambassador retreat and ambassador activities in meetings. The AD of External Operations will be expected to be adept in thinking strategically and will have foresight when it comes to planning for initiatives and remedies weeks, sometimes months in advance. In addition, the AD of External Operations will be asked to think of how to incorporate campaigns throughout the DM at UF 2024 Year with the Ambassador Program itself. Consistent dialogue with the AD's of Organization Relations will be needed to monitor the ambassador program, and collaboration with the entire AD team and FOD Overall Director will be necessary to ensure the Ambassador Program can achieve its potential during the DM at UF 2024 Year. Creativity will be pertinent in this role when it comes to applying the Ambassador Program into a Dance Marathon-wide campaign. The AD of External Operations will be the main point of contact between Dancer Relations, Recruitment, Family Relations, and other captain teams and are responsible for relaying information from those teams to the AD of Organization Relations to create the ambassador slides.

Hospitality

Assistant Director of Hospitality Events

- The Assistant Director of Hospitality Events will be responsible for planning Miracle Kitchen, securing food trucks for Miracle Market, and any other Hospitality Related Events. This Assistant Director will work closely with the Community Outreach Assistant Directors involved in planning events such as Miracle Gala and will work with Family Relations Assistant Directors involved in planning events for Families. This individual will also communicate with Organizations to collect contributions for our events throughout the year. Recommended to be a creative and visionary thinker to help take DM at UF 2024 to the next level.

Assistant Director of Hospitality Nights

- The Assistant Director of Hospitality Nights will be responsible for coordinating Hospitality Nights for UF, and working with captains to make sure things run smoothly. This individual will also be responsible for working with Ambassadors to coordinate Hospitality Nights benefiting Organizations' teams. Tasks will include setting up Hospitality Nights, keeping communications with the Organization/Team hosting the fundraiser, and collecting the money from each of them. This individual will keep a detailed calendar of all the Hospitality Nights and will need to be a very organized person. This position requires an ability to communicate, plan, and schedule efficiently throughout the year. Must have their own vehicle.

Assistant Director of Stewardship

- The Assistant Director of Stewardship will be responsible for the tracking of all donations, monetary and in-kind, and will be responsible for filling out donation requests and grant applications from corporate food sponsors. This position will ensure that all monetary and in-kind donations receive promised stewardship during and after the main event and ensure donor gift bags get to all restaurants during the main event. Responsibilities will also include scanning contracts, updating our corporate incentive sheet, and performing monthly donor stewardship. This individual will work closely with the Sponsorships team's AD of Stewardship to ensure donors are being taken care of correctly. Candidate should be a well-organized individual with strong professional communication skills. Must have their own vehicle.

Assistant Director of Internal Relations

- The Assistant Director of Internal Relations will be responsible for planning and executing team fundraisers throughout the year. They will also help the Overall Director track the team's fundraising and help with fundraising pushes throughout the year. They will be responsible for making signage when needed for Hospitality Nights or other Hospitality events. They will oversee Alumni Engagement, acting as liaison between the Hospitality Team and the Hospitality Alumni. This individual will be responsible for team bonding/building and will also help to recruit Captains during the Captain application season. This position will be responsible for taking attendance and minutes at all meetings/events and managing excuses. This AD will also work with the Leadership Development team to organize Emerging Leader involvement at Hospitality events. Recommended to have strong creative skills and a passion for bonding.

Leadership Development

Assistant Director of Development

- The Assistant Director of Development is responsible for facilitating the education of the Emerging Leaders. This individual will be responsible for and in charge of coordinating and teaching Emerging Leaders important skills, such as crafting their elevator pitches. This individual will aim to educate the Emerging Leaders about Dance Marathon, Children's Miracle Network, and UF Health Shands Children's Hospital. Furthermore, this individual will be responsible for implementing, facilitating, and coordinating team fundraising efforts for both the Emerging Leaders Program and the Leadership Development Team. In addition, this individual will be responsible for bringing in prominent speakers from Gainesville to General Body Meetings. This position requires strong communication skills, both written and speaking.

Assistant Director of Engagement

- The Assistant Director of Engagement is responsible for creating an open and inviting environment to integrate the Emerging Leaders into the Dance Marathon family. This individual will be responsible for and in charge of coordinating and holding any and all bonding activities that take place between the Emerging Leaders Program and/or the Leadership Development Team. Specifically, this individual will play a large role in organizing both the Emerging Leaders and Leadership Development Retreat, as well as monitoring breaking boundaries and one-on-ones between Emerging Leaders and Captains, and between Captains, the Assistant Directors, and the Overall Director. Furthermore, this individual will be responsible for managing both the Leadership Development and Emerging Leaders Program Instagram accounts. Additionally, this individual will be in charge of tracking Emerging Leader engagement, and they will be the first person to assist the Assistant Director of Tracking with any major tracking responsibilities. This position requires strong creative skills and a passion for bonding.

Assistant Director of Outreach

- The Assistant Director of Outreach will be in charge of connecting the Emerging Leaders Program to the rest of the Dance Marathon community. This individual will not only be responsible for revitalizing the Captain-ELP Mentorship program, but also function as the point of contact and be in charge of the coordinating efforts between any and all interactions between the Emerging Leaders, Emerging Leader Chairs, and other Captain Teams. Additionally, this individual will be responsible for contacting, engaging, and preserving relationships with Emerging Leader and Leadership Development Alumni. This individual will also be required to facilitate educational programming to the Emerging Leaders so that they are provided with knowledgeable content about the varying Captain Teams. Furthermore, this individual will work closely with the Overall to facilitate both Emerging Leader and Captain Team recruitment.

Overall, this position will require excellent communication skills in order to speak with other Captains, Assistant Directors, Emerging Leader Chairs, Overall Directors, and Alumni.

Assistant Director of Tracking

- The Assistant Director of Tracking is responsible for monitoring the status of all Emerging Leaders and Leadership Development Captains. This individual will be creating and monitoring the Master Tracking Document which includes information on attendance, fundraising, merchandise, announcing, flyering, hospital tours, and more. In addition, this individual is in charge of creating, compiling, and organizing any and all documents or forms that the Leadership Development Team will need throughout the year. Additionally, this individual will be responsible for tracking and facilitating LD/Emerging Leader payments for any DM at UF merchandise or other items. This position requires the individual to be proficient in Google Sheets and Excel, as well as someone who is willing and dedicated to spend time updating these documents.

****Each Leadership Development Assistant Director will be responsible for two Emerging Leader Units, and will be the liaison between those Units and the Overall Director. Additionally, Assistant Directors will be expected to be available and hold meetings outside of their regularly scheduled Captain Team meetings (as necessary) in order to work with their respective Captains on specific programming dedicated to their position, as well as the specific Units they are personally responsible for.*

Marathon Relations

Assistant Director of Established Programs

- The Assistant Director of Established Programs will be responsible for supporting and guiding designated high school programs in their year long efforts, leading to a successful Mini Marathon. This Assistant Director will manage Captains via weekly school breakouts, tracking Captain meeting minutes, enhancing coordination with teacher Advisors, attending and assisting Captains in planning and presentations, hosting Regional meetings either in person or via Zoom, attending each high school program's meeting once monthly or as often as deemed necessary, promoting high school engagement in DM at UF events, overseeing the coordination of Mini Marathon events, and ensuring the overall success of their respective high school programs. Additionally, they will be responsible for facilitating Co-Captain and Captain-student relations, providing support and encouragement to both populations. This Assistant Director will work collaboratively with the Assistant Director of Projects and Communications as well as Finance and Sponsorships to track and assist high school programs with fundraising and engagement. They will share the responsibility with all other Assistant Directors for recruitment of middle and elementary schools to implement under schools in this region. This Assistant Director will also be responsible for communication and coordination with the Assistant Director of Store on Merchandise and the Assistant Director of Mini Marathons on Morale to facilitate year-long relationships between high school programs and DM at UF. This role is time intensive, and having access to a vehicle is mandatory.

Assistant Director of Evolving Programs

- The Assistant Director of Evolving Programs will be responsible for supporting and guiding designated high school programs in their year long efforts, leading to a successful Mini Marathon. This Assistant Director will manage Captains via weekly school breakouts, tracking Captain meeting minutes, enhancing coordination with teacher Advisors, attending and assisting Captains in planning and presentations, hosting Regional meetings either in person or via Zoom, attending each high school program's meeting once monthly or as often as deemed necessary, promoting high school engagement in DM at UF events, overseeing the coordination of Mini

Marathon events, and ensuring the overall success of their respective high school programs. Additionally, they will be responsible for facilitating Co-Captain and Captain-student relations, providing support and encouragement to both populations. This Assistant Director will work collaboratively with the Assistant Director of Projects and Communications as well as Finance and Sponsorships to track and assist high school programs with fundraising and engagement. They will share the responsibility with all other Assistant Directors for recruitment of middle and elementary schools to implement under schools in this region. This Assistant Director will also be responsible for communication and coordination with the Assistant Director of Store on Merchandise and the Assistant Director of Mini Marathons on Morale to facilitate year-long relationships between high school programs and DM at UF. This role is time intensive, and having access to a vehicle is mandatory.

Assistant Director of New Programs

- The Assistant Director of New Programs will be responsible for supporting and guiding first-year high school programs and for assisting with active recruitment efforts throughout the duration of the year. This Assistant Director will manage Captains via weekly school breakouts, tracking Captain meeting minutes, enhancing coordination with teacher Advisors, attending and assisting Captains in planning and presentations, hosting Regional meetings either in person or via Zoom, attending each high school program's meeting once monthly or as often as deemed necessary, promoting high school engagement in DM at UF events, overseeing the coordination of Mini Marathon events, and ensuring the overall success of their respective high school programs. Additionally, they will be responsible for facilitating Co-Captain and Captain-student relations, providing support and encouragement to both populations. This Assistant Director will work collaboratively with the Assistant Director of Projects and Communications as well as Finance and Sponsorships to track and assist high school programs with fundraising and engagement. This Assistant Director will work closely with the Overall Director in active school recruitment efforts throughout the duration of the year as well as preparing and educating potential high school programs through the Shadowing Program. This Assistant Director will also be responsible for communication and coordination with the Assistant Director of Store on Merchandise and the Assistant Director of Mini Marathons on Morale to facilitate year-long relationships between high school programs and DM at UF. This role is time intensive, and having access to a vehicle is mandatory.

Assistant Director of Finance and Sponsorships

- The Assistant Director of Finance and Sponsorships will oversee all Marathon Relations team fundraising, track and assist with fundraising of high school programs, and provide all high school programs with financial and sponsorship information. This Assistant Director is responsible for working with and monitoring Marathon Relations Captains and high school students to keep fundraising on track and active throughout the year. This Assistant Director will utilize Donor Drive to update fundraising tracking documents weekly throughout the year. They will provide sponsorship information to Captains and high school students, including sponsorship presentations, monitoring year-long and event sponsorship progress, and creating all of the necessary sponsorship resources. They will communicate with DM at UF's Sponsorships team to ensure no overlap of sponsors in the Gainesville area. This Assistant Director will assist high schools in planning both online and offline fundraising events, through joining weekly meetings and breakouts as needed. They will work closely with all other Marathon Relations Assistant Directors to discuss the fundraising progress of high school programs and the internal team, as well as hosting fundraising competitions, planning fundraising pushes, and more amongst both populations. This Assistant Director will create and utilize a Fundraising committee to assist in hosting and generating team fundraising events, incentives, and acquiring school

sponsorships throughout the year. In the Spring, this Assistant Director will track Mini Marathons during their event and match donations during matching hours. Extensive knowledge of Excel/Google Sheets is preferred. This role is time intensive, and having access to a vehicle is mandatory.

Assistant Director of Projects and Communications

- The Assistant Director of Projects and Communications will be responsible for planning, coordinating, and executing any events and projects outside of Mini Marathon events. Some projects include the Summer Lessons, Student Leadership Conference, Miracle Gala, DM Kickoff, Moralloween Engagement, and more. Other responsibilities include Marathon Relations Captain retreat, team projects, Captain of the week, team bonding, and alumni engagement. This Assistant Director will create and oversee a Bonding and Team Engagement committee to help facilitate team dynamics and bonding events throughout the duration of the year. This Assistant Director will also have the ability to create and oversee subcommittees to aid in the completion of projects and events over the course of the year. They will be responsible for facilitating social media engagement of high school students, Captains, and alumni through various platforms, online campaigns, interactive activities, and competitions throughout the year. This Assistant Director will aid in engagement on a high school level by periodically joining weekly meetings and breakouts to provide assistance and ideas as needed. They will work closely with the Overall Director to track team attendance and communication throughout the year. Additionally, this Assistant Director will communicate with all other Marathon Relations Assistant Directors to collaborate on the planning and execution of fundraising competitions, engagement activities, social media campaigns, and other team activities. This role is time-intensive, and having access to a vehicle is mandatory.

Merchandise

Assistant Director of Inventory and Incentives

- The Assistant Director of Incentives and Inventory will handle the inventory of all merchandise and incentives. They will be in charge of updating inventory monthly and identifying which items are running low and need to be reordered. They will be responsible for shipping online orders, preparing pick up orders, as well as helping to facilitate any pre-orders with Organizations and Ambassadors. They will also communicate with the Finance Manager and Fundraising & Organization Development Overall Director to establish incentive levels and items and conduct re-orders throughout the year. They will be in charge of incentive pass-outs at Check-Ins and the Main Event, as well as monitoring the Excel document with the help of Fundraising & Organization Development. This person needs to be organized, detail oriented, and creative.

Assistant Director of Fundraising

- The Assistant Director of Fundraising will be responsible for maintaining individual and team fundraising throughout the year. This person will be responsible for the organization and facilitation of all team fundraisers. This includes: deciding the type of fundraiser, creating sign-up forms, tracking involvement, and evenly distributing the money to those who participated. The AD of Fundraising will also be a resource for Captains with their individual fundraising goals and be accessible and communicate well with Captains about these goals. They will clearly track yearlong team and individual fundraising and find creative ways to keep Captains motivated throughout the year. They will also manage and customize the Merchandise team Donor Drive. This person needs to be detail oriented, personable, and communicate well.

Assistant Director of Internal Operations

- The Assistant Director of Internal Operations will be responsible for team bonding and the overall dynamic of the team. They will need to plan and execute at least one bonding event per

month and plan for Mentor/Mentee in the fall. This person will also be in charge of team attendance and making sure everyone is participating in Dance Marathon events and team events. It will be this person's responsibility to create a point system that will push for more team engagement. They will also be responsible for maintaining Alumni engagement by e-mailing and updating Alumni on new merchandise. They will also be the liaison for our Miracle Family pair and will be expected to maintain yearlong communication with our paired Family Captain and Miracle Child. They will also help manage Merchandise social media accounts and maintain constant communication with the various Marketing teams in order to collaborate on more cohesive merchandise marketing strategies. This person needs to be high-energy, personable, creative, and outgoing.

Assistant Director of Stores and Mini Marathons

- The Assistant Director of Stores and Mini Marathons will be in charge of running any merchandise stores throughout the year. They will ensure that the store is fully stocked before it opens, inventory is returned after it is closed, and that all Captains working are in attendance. This AD will handle all merchandise orders from each high school and will be responsible for setting different incentive levels for each region based on past fundraising totals in that region. The AD of Stores is expected to be in constant communication with the regional Assistant Directors on Marathon Relations and the Fundraising & Organization Development Overall to ensure that there is enough Merchandise to sell at Mini Marathons and that Captains are fulfilling their requirements at Minis. This person needs to be organized, timely, personable, and communicate well.

Morale

Assistant Director of Captain Relations

- The Assistant Director of Captain Relations will organize campaigns and events, including but not limited to, Day Makers, Pay it Forward, and other bonding events, that will promote engagement with other Captains and the entire campus. This position will coordinate Day Maker campaigns that can be shared across the organization twice a month by communicating it to other Captain Teams, Emerging Leaders, Ambassadors, and Dancers. Day Makers will be innovative, creative, and intentional. They will be in charge of communication with other teams (excluding the Marathon Relations team) to coordinate videos, resources, and merchandise for Morale. Additionally, they will oversee a committee consisting of Moralumni Chairs, Social Chairs and a Day Makers chair. They will work closely with the AD of Fundraising to organize Moralloween and Morale Madness and will help with Captain scheduling at these events. This position requires an ability to communicate, plan, and schedule efficiently throughout the year; it also requires a willingness to engage people within our team, other Captain teams, and the whole campus.

Assistant Director of Event Planning

- The Assistant Director of Event Planning will focus on facilitating the creation and execution of Theme Hours for the 26.2 hour Main Event. They will assist the Morale Overall in making a yearlong Theme Hour timeline for Morale. This position will require collaboration with all teams, however the most important teams to note are: Productions, Fundraising and Organizational Development, Family Relations, Multimedia, Dancer Relations. They will also oversee the Theme Hour committee, check each event timeline for each Theme Hour, create weekly to-do lists for Theme Hour Heads, and will help recruit Captains during the application process. The Assistant Director of Event Planning will also work with the Assistant Director of Fundraising to plan and execute Morale Madness and Moralloween. This position will require detailed organizational skills, communication, and the ability to oversee groups.

Assistant Director of Fundraising

- The Assistant Director of Fundraising will lead the Fall and Spring Morale fundraisers. This consists of co-organizing Moralloween and Morale Madness with the Assistant Director of Event Planning. This person will make sure these fundraisers run smoothly and provide innovative and creative ways for these events to improve. They will make themselves available year-round to assist people who are struggling with fundraising as well as organize and host 1:1 monthly fundraisers with Captains who may need assistance fundraising. They will work with the Morale Overall to create and implement innovative fundraising ideas and incentives for the team including, but not limited to, the fundraising board, Venmo templates, Money Maker of the Week (MMOW) and push days/weeks. They will also be in charge of updating the Fundraising E-Folder throughout the year where Captains can access fundraising tools with ease. They will select a fundraising committee and oversee their executions of one internal fundraiser and one external fundraiser partnered with another Captain team. This position will require detailed planning and communication throughout the summer and the year.

Assistant Director of Mini Marathon Coordination

- The Assistant Director of Mini Marathon Coordination will work closely with Marathon Relations. They will coordinate Morale's involvement in the High School and Middle School Dance Marathons across the state of Florida. In the fall, this position will facilitate workshops between Morale and M Teams in preparation for Mini Marathons. They will assist in planning a Mock Mini with the M teams, as well as a field day where to practice the Mini Cut and learn Mini games. They will also work with the Social Chair to have 1-2 bonding events with Marathon Relations. They will oversee the Gong Team 1 Committee and work to continue to expand its role. They will assist the Morale Overall in creating the Mini Linedance Cut in addition to teaching it to GT1, Morale, and Marathon Relations. They will pair Morale Captains with each high school, schedule Captains for Mini Marathons, track attendance at Minis, create informative slides for each Mini, and create and maintain a carpool document. The Assistant Director of Mini Marathon Coordination will also take on more logistical responsibilities, including but not limited to handling attendance and tracking. They will be responsible for the creation and ownership of all forms. They will work with Family Relations to create slides over the summer for Miracle Stories to be presented each week at meetings to increase Cause Connection throughout the year.

****If you are selected as an Assistant Director for Morale, you will not be considered for the Line Dance Committee or Gong Team 1****

Multimedia

Assistant Director of Logistics

- The Assistant Director of Logistics will work closely with the Overall and other ADs. This AD will track Captain fundraising throughout the year and assist with providing fundraising encouragement and resources. They will be responsible for internal communications, planning and executing regular team bonding, and ensuring alumni engagement. The AD of Logistics is encouraged to collaborate with Captains to assist in planning events. This AD will also be responsible for Captain recruitment and organizing the mentor-mentee system. They will be highly proficient in Google Drive, Google Sheets, and Google Forms. They will be responsible for tracking team attendance at meetings/events and creating spreadsheets/forms as necessary. They will also organize our team's Google Drive, ensuring efficiency for photo uploads.

Assistant Director of Photography

- The Assistant Director of Photography will be responsible for leading photo Captains in improving their skills. This AD must have skills in editing photos and be willing to guide the team throughout the year with video tutorials, workshops, editing assignments, and giving critiques. This AD will lead Captains through headshot week, creating an organized system for shooting and editing. The AD of Photo is also responsible for organizing and coordinating Mini Marathon sign-ups and responsibilities. This AD will also run the Team Instagram alongside the Assistant Director of Social Media. Furthermore, this AD will be responsible for recruiting photo Captains. This AD will also track accountability for photo Captains. They will also be responsible for tracking Captains' fundraising, creating fundraising ideas, and distributing fundraising resources.

Assistant Director of Social Media

- The Assistant Director of Social Media will be the liaison between the Multimedia Team and the Public Relations Team by openly communicating and responding to all picture requests and deadlines for social media. They will assign photo minimums and deadlines, and set clear expectations and directions for uploading throughout the year. This AD will be responsible for sorting photos into albums for social media in a timely manner. They are expected to clearly communicate what kind of photos the PR Team needs for each event, including specific requests. Furthermore, this AD will be responsible for recruiting future Captains. This AD will also run the team Instagram alongside the Assistant Director of Photography. They will also be responsible for tracking Captains' fundraising, creating fundraising ideas, and distributing fundraising resources.

Assistant Director of Videography

- The Assistant Director of Video will oversee all videos put together by the Multimedia team to ensure branding, style, and editing is consistent. This AD must be organized to handle the filming and video editing under time constraints. They must be highly experienced in Premiere Pro/Final Cut Pro, and they are responsible for leading hands-on video editing workshops and preparing resources for the team. This AD will be responsible for assigning due dates, making sure Captains are uploading and sorting their footage on a deadline, and delegating video Captains on specific projects. They will also work closely with the PR Overall and Marketing Manager to ensure any video aspects (such as music, scripts, and footage) adhere to our brand. They will also be responsible for tracking Captains' fundraising, creating fundraising ideas, and distributing fundraising resources. Additionally, this AD will be responsible for recruiting video Captains.

Productions

Assistant Director of External Logistics

- This position will work on planning campus events and the Main Event for DM members, UF students and Miracle Families. These events will include Captain Events in Fall and Spring, Transform Today, Miracles In Color 5K, Kick-off Event, and other ideas to come. This AD will be responsible for assisting the Operations Manager and Productions Overall with safety plans for campus events and collaborating with other teams for the execution of their events if needed. Additionally, this AD will oversee the building of the Homecoming float and will work closely with Morale to assist with their campus events, such as Moralloween and Morale Madness. In terms of the Main Event, this individual will serve as the liaison between O'Dome and DM at UF regarding logistics for the Main Event. This includes overseeing all security, clean up, set-up, and strike at the Main Event. This AD will also be responsible for overseeing Dancer Walk and Bag Check at the Main Event, and managing all Productions Captains throughout the event. This includes creating Main Event Maps and Captain schedules, and prepping Captains for their Main

Event roles. This position will also be in charge of creating and distributing the Productions monthly newsletter.

Assistant Director of Internal Logistics

- This position will be in charge of all internal logistics for the team: such as tracking attendance at meetings, events, and bonding opportunities throughout the year. They will also be responsible for recruiting potential Captains to apply for the Productions team, coordinating team bonding activities, and engaging Productions team Alumni. AD of Internal Logistics will also be in charge of coordinating Pro Bros and Mentor/Mentee pairs. This position will also be in charge of all communication with ELPs that are potentially interested in Productions. They will coordinate meetings and shadowing opportunities for these ELPs. This AD will be in charge of the Productions Instagram throughout the year. Before and at the Main Event, this AD will be in charge of Theme Hour committees who coordinate set-up, strike and logistics for Theme Hours and will spearhead this during the Main Event. This includes planning the amount of pipe & drape and tables for Theme Hours, making sure that Theme Hours are planned logistically and creating floor plans.

Assistant Director of Talent Relations

- This position will secure entertainment acts for DM events throughout the year for all campus events and for the Main Event. This includes musical acts, dance groups, lip sync, Miracle Children's Talent Show, Silent Disco and the Hypnotist. This AD will work with the Operations Manager on the timeline for entertainment, will make contracts and tech sheets for talent, and will be the liaison between DM and the O'Dome regarding production aspects for talent. This position will also be in charge of making playlists for the Main Event and working out the logistics of sound equipment for campus events. This AD will designate a Captain to be a "Head of Sound Logistics" for the main event and smaller events during the year. This Captain will help with unloading talent equipment and setting up the stage.

Assistant Director of Fundraising

- This position will be responsible for all planning, coordinating, and tracking of Captain fundraising. During fundraising campaigns/pushes, this position will create Productions specific text templates and social media graphics for the Captains to use. This AD will help the Overall with fundraising plans for various fundraising campaigns and the Main Event by creating a team plan. They will plan fundraising opportunities for Captains and track their progress throughout the year. They will be responsible for meeting with Captains to discuss their fundraising efforts and helping them reach their goals. This position will be in charge of planning and executing team fundraisers, as well.

Public Relations

Assistant Director of Media Outreach

- The Assistant Director of Media Outreach will serve as the liaison between Dance Marathon at UF and official media sources and representatives. This individual will be responsible for escorting media during all official events, maintaining communication with outside media sources, and stewarding donors, sponsors, and partners. They will also act as a liaison between the Public Relations team and the Community Outreach and Sponsorships teams to fulfill these tasks. This individual will assist the Assistant Director of Publications in developing and editing press releases when necessary. They will have the creative freedom to develop new ways to improve external engagement and the presence of DM at UF throughout the community. At major events throughout the year, this individual will be expected to execute the Official Livestream with an outside source that they will arrange.

Assistant Director of Publications

- The Assistant Director of Publications will help develop and edit both internal and external written materials. This individual will lead a writing-focused subcommittee that will help in the drafting and creation of all materials. They will work closely alongside the PR Overall to edit all press releases to be shared with media outlets. This individual will oversee the creation of blog posts by assigning topics to their subcommittee, organizing the timeline of blog posts being written, and providing drafts to the Public Relations Overall. They will create newsletters to be sent out to our internal members on a monthly basis. This individual will work directly with the Public Relations Overall to develop the messaging of each fundraising campaign throughout the year. This individual must have excellent writing skills, and offer a new, creative perspective for the marketing of DM at UF.

Assistant Director of Communications

- The Assistant Director of Communications will serve as the point of contact amongst all members of the Public Relations team. This individual will assist in scheduling plans throughout the year and will add all events to the team calendar. They are responsible for planning team bonding events, as well as recruiting eligible Captains for the Public Relations team during application season. This individual will be responsible for monitoring team fundraising efforts and attendance throughout the year, will aid in creating new ideas/ways to increase fundraising, and assist the Overall in addressing concerns/extreme absences with other Captains. They will serve as the liaison between the Public Relations Team and the Public Relations Alumni Captains, and write monthly newsletters to be sent to the Public Relations Alumni Captains. This individual will also maintain a strong relationship and line of communication with Family Relations to receive updates regarding our Miracle Families. Leading up to the Main Event, they will assist the Public Relations Overall with developing team timelines.

Assistant Director of Social Media

- The Assistant Director of Social Media will work directly with the Public Relations Overall to prepare social media posts for @dmatuf, and manage @ufpublicrelations. This individual will consistently work with the Digital Marketing ADs of Design to coordinate the development and scheduling of graphics, as well as the Multimedia AD of Social Media to select photo and video content. They will refer to the official social media calendar in order to meet the appropriate deadlines. This individual will oversee social media committees that will follow a posting schedule for Facebook, Instagram, Twitter, and Tiktok. This individual will seek ways to improve audience engagement, gain new followers, and develop content that connects with all audiences (the DMA, Dancers, Sponsors, Captains, Ambassadors, General Public, etc.)

Recruitment

Assistant Director of Internal Operations

- This Assistant Director will oversee the Kirstyns Krew Committee throughout the year and work to revamp the tour process for the Main Event. This person will be responsible for maintaining Kirstyn's Krew, tours, and Alumni awareness at all on-campus events. This individual will act as liaison between the Recruitment Team and Recruitment alumni by keeping consistent contact with alumni and engaging them on various fundraising pushes and nationwide event/cause exposure. This individual will be in charge of facilitating communication and engagement with Ambassadors alongside Fundraising and Organizational Development and Dancer Relations ADs and Captains. They will also be the liaison and work closely with Community Outreach to better brand tours and steward our Community Partners and members. This individual must be organized and passionate about bringing new ideas to honor and commemorate Kirstyn Tripp all year.

Assistant Director of External Operations

- This Assistant Director will be responsible for maintaining a strong presence and spreading our cause across campus through various methods which will include tabling, flyering, presenting to organizations, and obtaining supplies for said events. Additionally, they will be in charge of reaching out to the Department of Student Housing and setting up opportunities to present or speak about DM at UF, and recruiting new Captains in the next application process. They also are responsible for fostering summer engagement and stewarding new relations within the Dance Marathon community. This individual will be in charge of the recruitment and retention of all potential campus organizations and incorporating them into the DM at UF community.

Assistant Director of Tracking

- The Assistant Director of Tracking will be responsible for tracking all points, meeting minutes, fundraising, and engagement for tabling, flyering, and events. This entails ensuring the meeting minutes are sent out 24 hours after a meeting, keeping each Captain up-to-date with their points and hours, and ensuring all sign ups shifts are filled. This individual will also be responsible for planning a minimum of 3 bonding activities per semester and facilitating fundraising activities throughout the year. This person will serve as the inter-team communicator to ensure good relations among other Captains, Assistant Directors, and Overall Director. This individual will serve as the merchandise chair for distributing and keeping track of Check-In shirts, polos, and in-event shirts. They must be extremely organized as they will be keeping track of payments, points and dates, and the organization of dates for check-in shirt pass out day.

Sponsorships

Assistant Director of Logistics

- The Assistant Director of Logistics will work closely with the Overall and other ADs from different teams. They will be responsible for managing and tracking all Captain fundraising and encouraging the team throughout the year to exceed goals through holding them accountable. This AD will also be the liaison between Sponsorships and other Captain teams throughout the year. They will also manage Alumni relations and reach out to Captain Alumni prior to the event. They will also be in charge of managing the Sponsorship Social Media Accounts. Finally, this AD will manage team bonding events throughout the year by creating new and different ideas to inspire Captains to get more involved with the team. There must be at least 3 required bonding events per semester and 3 other optional events. Job responsibilities are subject to change and might include additional tasks/duties based on the evolving needs of the team.

Assistant Director of Outreach

- The Assistant Director of Outreach will assist in the planning and execution of both Miracle Market in the fall and the Silent Auction at the Main Event. For Miracle Market, this AD will work with the ADs of Hospitality and Productions in order to make sure the event is set up and prepared for properly and will also be the liaison for other Captain teams if they would like to set up a booth or sell items. They will also be in charge of directing Sponsors when they arrive at the event and following up with Captains throughout the fall on who will be attending. For the Silent Auction, this includes facilitating and organizing all in-kind donations with specific duties such as cataloging and holding the items, ensuring there are enough items at the auction, creating pick-up arrangements for the items, holding Captains accountable for securing in-kind donations throughout the year, and advertising the Auction. Job responsibilities are subject to change and might include additional tasks/duties based on the evolving needs of the team.

Assistant Director of Stewardship

- The Assistant Director of Stewardship will be responsible for assisting in all stewardship efforts and new incentive ideas. This includes maintaining relationships with previous and current sponsors and tracking all donations, both monetary and in-kind. As contracts are in the stages of

being finalized, this AD will review the contracts and keep track of the incentives offered and make sure they are kept. At the Main Event, they will coordinate with Multimedia to photograph banners, scrolling Jumbotron logos, and any other incentivized items. This AD will also be in charge of making sure incentives promised for the Main Event are in place. After the event, they will be responsible for returning any banners or items businesses lent us for the event. Job responsibilities are subject to change and might include additional tasks/duties based on the evolving needs of the team.