



## Application Guidelines Dance Marathon 2022 Managers

Thank you for your interest in becoming the next Executive Director, Finance Manager, Marketing Manager, Membership Manager, or Operations Manager for Dance Marathon at the University of Florida.

Applications are due via email to [coverholt@floridadm.org](mailto:coverholt@floridadm.org) by Saturday, April 17 at 8 p.m. Please provide all requested information on the following pages and any other information you feel might be pertinent. We will send the link to sign up for an interview time on Saturday, April 17 at 9 p.m. and sign-ups will close Sunday, April 18 at 9 a.m. Interviews will be held in the Reitz Union on Sunday, April 18 beginning at 12 p.m. If you have any conflicts, please include that in your email to Claire with your application. All applicants must pay the \$20 application fee [on the online store](#) prior to their interview. This fee is non-refundable. Please see the attached sheet for a description of the positions.

**Name:**

**Student ID Number:**

**Major and Classification:**

**Expected Graduation Date:**

**Polo Size:**

**UFL Email Address:**

**Alternate Email Address:**

**Local Address:**

**Permanent Address:**

**Phone Number:**

**Emergency Contact:**

**Current Dance Marathon Position:**

**Please rank only the positions you are applying for:**

\_\_\_ Executive Director    \_\_\_ Finance Manager    \_\_\_ Marketing Manager  
\_\_\_ Membership Manager    \_\_\_ Operations Manager

**Where will you be located during Summer 2021? Please list any prior commitments.**

**If you are not selected for this position, would you like to be considered for a different Overall Team Position? (Please circle.)**

Yes    No

**If yes, please list your top two:**

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

**Note:** If you would like to be considered for an Overall Director position, you must fill out that application separately. You do not need to pay the application fee more than once.

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

- Updated Resume
- Headshot
- A report, in bulleted format, detailing each Overall Team position and major events from the 2020-2021 year, including a critique of any problems you would seek to solve and new ideas for the 2021-2022 year. Please focus on your ideas and goals for the future.
  - Year long and Main Event
  - Manager applications should include critiques only of the positions overseen by that respective Manager. The Executive Director application should include critiques for all teams. *See attached for team listings.*
  - Note: if you are applying for multiple positions, please submit a detailed report for each position.
- Answers to the following questions:
  - How will your past experiences benefit you in your desired position? *(300 word limit)*
  - How would you plan on managing the new team, if you are chosen? Please provide an example of your management style. *(300 word limit)*
  - What ideas do you have for next year's Main Event regarding the teams you are applying for?
  - What are your time commitments for the 2021-2022 academic school year? How much time do you envision your position will entail? *(100 word limit)*
  - Please provide any additional information you think would be pertinent to your application.

You must be available on the evenings of **April 19-21, 2021** to interview candidates for the 2022 Overall Team in-person at the Reitz Union.

***Executive Director (Manager/President)***

- Responsible for overseeing all Dance Marathon events and the organization as a whole.
- Responsible for communicating with University of Florida Administration and UF Health Shands Hospital officials if necessary.
- Responsible for communicating with City of Gainesville officials if necessary.
- Responsible for “big picture” event and fundraising planning, including tracking of all strategic goals as outlined by the Overall Team members.
- Responsible for working with the Membership Manager in creating partnerships with other student organizations.
- Responsible for working with the Operations Manager in coordinating all applications
- In charge of all communication and coordinating attendance/visits with other collegiate Dance Marathon programs.
- Work with the University of Florida Athletic Association to foster the current relationship and set-up events.

***Operations Manager (Vice President)***

- Responsible for overseeing the following Overall Directors:
  - Productions, Family Relations, Hospitality and Morale
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for coordination of all Captain Teams leading up to the Main Event.
- Responsible for maintaining regular communication with the Overall Team through meeting agendas and minutes.
- Responsible for overseeing all Captain, ELP, Ambassador, and Assistant Director applications, interviews, and selections.
- Responsible for creating a minute-by minute in-event timeline.
- Responsible for maintaining regular contact with the Stephen C. O’Connell Center concerning event planning and logistics.
- Responsible for maintenance of Dance Marathon office and keeping of office logs.
- Responsible for planning/organization of all on-campus permits and reservations

***Finance Manager (Treasurer)***

- Responsible for overseeing the following Overall Directors:
  - Fundraising & Organization Development, Marathon Relations North, Marathon Relations South, Merchandise, and Sponsorships
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for collecting, tracking, forecasting, and maintaining all money collected and spent by Dance Marathon throughout the year.
- Responsible for working with all Overall Teams in making sure their efforts are fiscally responsible.
- Responsible for working on new ideas for revenue streams and improving old ones.
- Responsible for creating and implementing incentives for fundraising
  - With the assistance of the Fundraising & Organization Development Overall Director and the Merchandise Overall Director
- Responsible for having regular reconciliation meetings with UF Health Shands Office of Development to maintain accurate records.
- Responsible for tracking sponsorship benefits for all external companies, student organizations, and individual donors.
  - Including, but not limited to, t-shirt recognition, program recognition, promotional items, and at-event banners.
- Must be able to maintain secrecy of the total money raised, and have previous experience with bookkeeping.
- Responsible for communicating Captain, AD, and ELP monetary tracking with respective members of the Overall Team
  - Information will be communicated on a weekly basis

### ***Marketing Manager***

- Responsible for overseeing the following Overall Directors:
  - Design & Technology, Public Relations, and Multimedia
  - Should hold regular meetings throughout the year with Overall Directors to provide advice and assistance
- Responsible for updating all marketing materials before the beginning of Fall semester.
- Responsible for approving all press releases, advertisements, contracts, and social media initiatives.
- Responsible for helping Public Relations Overall maintain media outlet relationships and that DM at UF social media is following contract and branding guidelines.
- Responsible for making sure all output (graphics, videos, pictures, etc.) follow the current Dance Marathon Branding Guide.
- Responsible for ensuring the execution of both a cohesive yearlong campaign, as well as additional seasonal campaigns.

### ***Membership Manager***

- Responsible for overseeing the following Overall Directors:
  - Community Outreach, Dancer Relations, Leadership Development, and Recruitment
  - Should hold regular meetings throughout year with Overall Directors to provide advice and assistance
- Responsible for helping the Community Outreach Overall maintain contact and encourage involvement with Dance Marathon Alumni and greater Gainesville community.
- Responsible for all member retention, motivation, and development programs.
- Responsible for the coordination and oversight of all members, ranging from potential members to the Overall Team.
- Responsible for maintaining regular communication with Captains, ELP, and Ambassadors through monthly newsletters, which include spirit point/fundraising rankings, calendars, and letters.
- Responsible for the non-monetary tracking of all members.
- Responsible for collecting and implementing feedback on all events and programs.
- Responsible for the goal planning and assessment of the organization.