



Design-a-thon 2024-2025

# Leadership Role Descriptions

## General Expectations of Leadership **(Important!)**

Leadership is a role that requires *substantial dedication*. Each member of the leadership team is expected to contribute a significant amount of time and effort outside of the “written” commitments. This can mean scheduling meetings with your team, writing handbooks/documents, and hosting workshops to teach specific skills to your committee. All of these things have one thing in common: **initiative**.

Here are some things to expect (non-exhaustive):

- Weekly leadership meetings in addition to committee AND subteam meetings
- Lots of documentation
- Being the “expert” on your domain. You will be training other members through workshops, handbooks, or other methods you decide on
- Leading the vision for your committee
- **Lots of unexpected detours.** Be adaptable and quick-on-your-feet

Overall, this role requires **high levels of commitment and hard work, but is ultimately super rewarding.**

I’m excited to read your applications!

Jasmine Wu

Design-a-thon Director 2024 - 2025

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# Role Descriptions

## Operations Director

The Operations Director ensures the smooth execution of all logistical aspects of the event. You will communicate a lot with other teams, manage timelines, handle volunteers, handle vendors, and troubleshoot issues to ensure a seamless event experience for participants, sponsors, and volunteers.

### Responsibilities:

- Coordinate venue setup and teardown, including layout and equipment
- Manage registration, check-in processes, and participant logistics
- Oversee food, beverage arrangements, and technical infrastructure
- Handle vendor, sponsor communications, and budget management
- Manage and send emails to relevant stakeholders

**Skills:** Quick decision making, strategic thinking, planning, budget management, documentation, vendor communication, risk management, team player, clear communication, attention-to-detail

## Corporate Director

The Corporate Director oversees strategic partnerships with sponsors, judges, workshop hosts, club organizations, and UCI Facilities. You will work closely with sponsors, manage high-level negotiations, and learn industry-standard email etiquette. You will be sending a lot of emails, maintaining communication lines, and developing effective sponsorship packets/presentations.

### Responsibilities:

- Develop and maintain strategic partnerships with sponsors, judges, and other stakeholders
- Oversee contract negotiations and agreements
- Develop Sponsorship material such as the Sponsorship Packet and Presentations
- Track and send a lot of emails to potential sponsors

- Maintain consistent communications with speedy response times
- Represent the event at corporate meetings and functions

**Skills:** Negotiation skills, Attention-to-detail, Email Etiquette, Networking and Relationship Building, Resilience, proactiveness, public speaking, proactiveness, quick thinking, pitching skills, organization

## **Design Director**

The Design Director is responsible for the visual and experiential design of the event. You will oversee the creation of all visual materials (across social media platforms and physical merch), manage the design team, and ensure a cohesive and engaging aesthetic. You will also manage the website design and collaborate with the website developer to execute this.

### **Responsibilities:**

- Develop and oversee the event's visual theme and branding
- Manage the design team to produce marketing materials for instagram and
- Design the design-a-thon website page. Collaborate with the DAUCI webmaster to ensure effective execution
- Ensure all visual elements are cohesive and engaging
- Collaborate with other teams to ensure design aligns with event goals
- Design and develop the event merch (stickers, banners, shirts, badges)

**Skills:** Figma skills, visual illustration, design strategy, visual storytelling, graphic design, interaction design, web design, branding, merch design

## **Marketing Director**

The Marketing Director is responsible for promoting the event, driving attendance, and managing outreach efforts. You will create and execute marketing strategies, manage social media, oversee all promotional activities, and conduct outreach to potential participants and sponsors.

### **Responsibilities:**

- Develop and implement marketing strategies to promote the event
- Manage social media accounts and campaigns
- Oversee the creation of promotional materials and ig reels
- Conduct outreach to potential participants (reaching out to local schools, lecture halls, clubs, bulletin boards, big screen at student center, etc)
- Analyze marketing data and adjust strategies as needed

**Skills:** Persuasive writing, marketing strategy, short form content creation, video editing, creativity, photography skills, consistency

## **Finance Director**

The Finance Director manages the financial aspects of the event. You will oversee the budget allocation, handle financial transactions, and ensure financial accountability and transparency.

### **Responsibilities:**

- Develop and manage the event budget allocations based on the delegated sponsorship amounts
- Oversee financial transactions and record-keeping
- Ensure financial accountability and transparency through consistent and clear communication with relevant stakeholders
- Manage and head the SPFB request and proposal process
- Prepare financial reports and forecasts

**Skills:** Budget management, accounting, financial reports, attention-to-detail, risk management, stakeholder communication, fundraising, cash flow management