



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### Executive Board Positions

#### Position Requirements

**Time Requirement:** 1 - 3 hours weekly

**Meetings:** Dependent on incoming board; Current Practice: weekly, virtual, 30 minutes

**Term Length:** 2 years (July 2019 - July 2021)

**Eligibility:** Paid member of SULYP (\$60)

**All positions will have the following responsibilities:**

- Attending all relevant regional/national training calls
- Submitting committee report for inclusion in the agenda of each regular meeting of the Executive Board
- Creating a final transition report for successor

#### Position Descriptions

**President will be responsible for:**

- Appointing committee chairs and serving as an ex-officio member on all committees except the Nominating committee
- Representing SULYP at community functions, and serving as spokesperson for SULYP
- Making public appearances, including speaking engagements, on behalf of the organization
- Presiding at all meetings of SULYP general body and all meetings of the Executive Leadership
- Sitting on the Board of Directors for the Urban League of Metropolitan Seattle
- Serving as the official representative of SULYP to the NULYP, ULMS, NUL, and the general public
- Represent SULYP and participate fully in all NULYP and Western Region of NULYP activities, meetings and conference calls
- Developing with the Vice-President and Executive Leadership Council a strategic plan at the start of the term to include goals for each Standing Committee and Officer
- Ensuring all programs, events, and activities of SULYP reflect/are aligned with the mission, goals, and initiatives of the ULMS, NUL, and NULYP
- Planning E-board retreat/transition meeting
- Approving monthly agendas for the meetings of the Executive Board
- Submitting monthly chapter reports to Western Region VP



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### **Vice-President will be responsible for:**

- At the request of the President, or in the absence or disability of the President, performing all the duties and may exercise all the powers of the President
- Monitoring, coordinating, and supervising the activities of each standing committee
- Providing program support to and maintain efficiency of the activities of the Standing Committees
- Assisting the President in creating and executing a strategic plan and goal setting for each committee
- Developing agendas for the meetings of the Executive Board

### **Secretary will be responsible for:**

- Overseeing communications committee and ensuring monthly general body communications are distributed and/or published
- Confirming time, date, and location for Executive Board meetings and sending calendar invitations to Executive Board members
- Maintaining the internal and public calendars of SULYP
- Recording and distributing minutes at Executive Board meetings
- General supervision over the care and custody of the valuable effects, including SULYP informational materials, training materials, and memorabilia
- Gathering all necessary information for Distinguished Chapter nomination

### **The Parliamentarian will be responsible for:**

- Prescribing procedures of protocol for all meetings
- Chairing the Elections Committee, except in instances where the current Parliamentarian is a candidate for any office on the Executive Leadership Council in a regular or special election
- Assisting and supporting the President in maintaining order and adhering to time schedules as approved by the Executive Leadership Team or membership
- Taking on other tasks as specified by and agreed upon with the President



## Urban League of Metropolitan Seattle YOUNG PROFESSIONALS

### **Treasurer will be responsible for:**

- Creating and managing annual budget
- Processing payment requests
- Tracking all receipts, disbursements, and other business transactions
- Separately tracking, recording, and reporting on contributions to SULYP from Executive Board members
- Overseeing finance committee ( fundraising, audit)
- Sending electronic or hard copy thank you letters to provide all donors a year-end-letter detailing their contributions for tax purposes
- Sitting on the ULMS Board of Directors fund committee as a SULYP liaison
- Chairing monthly committee meetings

### **The Fund Development Chair will be responsible for:**

- Developing a fundraising plan for SULYP
- Generating funding for SULYP general operations and events through securing sponsorships and donations, and utilizing other avenues
- Creating strategic alliances with small businesses, corporations, and organizations to enhance the fundraising ability of SULYP
- Working collaboratively with committee chairs on revenue-generating events and corporate sponsored events
- Collaborating with the Treasurer to develop an annual budget for all SULYP operations and activities
- Chairing monthly committee meetings
- Sitting on the ULMS Board of Directors fund committee as a SULYP liaison



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### **The Public Relations Chair will be responsible for:**

- Coordinating execution of marketing and promotional strategies using external communication outlets marketing materials, and media relations
- Creating press releases and press kits for any and all appropriate SULYP events and programs
- Working with the President and Committee Chairs to develop general talking points and messaging related to events, initiatives, and meetings
- Building alliances with media outlets (i.e. NPR, local newspapers, etc.)
- Actively seeking opportunities to market SULYP in media (newspapers, television, and radio) via news releases, media advisories, etc.
- Working with all committee chairs and executive Leadership Council to ensure proper branding and look of all external SULYP communication, including fliers, event calendars, etc.
- Conducting monthly committee meetings

### **The Marketing Chair will be responsible for:**

- Acting as chief administrator to all SULYP social media accounts including but not limited to: Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat
- Ensuring that all media assets are updated as necessary
- Developing and maintaining brand awareness and online reputation of SULYP
- Developing general SULYP digital media related to events, initiatives, and meetings
- Responding to social media inquiries in a timely manner
- Reporting social media metrics (i.e. page views, likes, post shares, retweets, etc.) to the Executive Board
- Working with all committee chairs and Executive Leadership Council to ensure proper branding and look of all SULYP digital communications and marketing
- Co-chairing monthly committee meeting with Public Relations Chair



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### **The Membership Chair will be responsible for:**

- Planning and executing regularly scheduled New Member Orientation sessions
- Developing and executing a membership recruitment and retention plan
- Conducting member surveys to understand member interests, demographics, motivations, etc.
- Maintaining the member database
- Developing and maintaining member rewards program
- Updating and issuing member renewal letters and correspondence
- Working closely with the Treasurer and Secretary to ensure membership fees, and member roles are accurate and up-to-date
- Creating and maintaining the Member Directory
- Providing monthly and annual reports on membership numbers, including additions, expirations and renewals
- Working with the Chairs of the Standing Committees to create activities and events that will increase membership and retention
- Chairing monthly committee meeting

### **The Professional Development Chair will be responsible for:**

- Coordinating and planning events to develop SULYP members professionally
- Supporting and reinforcing initiatives of the NULYP Professional Development agenda
- Maintaining and updating speaker database
- Providing appreciation gifts/certificates for speakers
- Coordinating Committee Chairs and Officers to provide hospitality to GBM professional speakers/guests
- Planning and executing Annual Leadership Summit
- Aiding in the professional development of the executive board members
- Identifying and sharing job opportunities with the general body
- Chairing monthly committee meeting



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### **The Social & Cultural Chair will be responsible for:**

- Planning and executing social events to engage current members and attract new members
- Sending holiday cards to corporate partners
- Planning and arranging Executive Leadership Council outings
- Planning and executing signature SULYP social events including, but not limited to: Annual Winter Holiday Party, Annual Summer BBQ, Annual Join Week, National Day of Empowerment
- Identifying community events that SULYP can share with members

### **The Civic Engagement Chair will be responsible for:**

- Developing an advocacy plan for SULYP
- Sitting on the ULMS Board of Directors civic engagement committee as a SULYP liaison
- Creating and maintaining strategic alliances with other advocacy and political organizations
- Developing non-partisan political engagement programming
- Updating the Executive Leadership Council and General Body on relevant advocacy news and developments (via reports, events, etc.)
- Chairing monthly committee meeting

### **The Outreach Chair will be responsible for:**

- Developing, creating, and coordinating ongoing community service activities and programs based on the interests of members
- Serving as SULYP liaison to ULMS community service initiatives committee
- Creating strategic alliances with other community service organizations
- Tracking and recording names of program participants, number of hours served, and the number of individuals positively impacted/served by the programs (and how) in detailed, monthly and year-end reports
- Acknowledging and coordinating activities for national service programs and events (i.e. MLK Day of Service, National Day of Service, etc.)
- Conducting monthly committee meetings



# Urban League of Metropolitan Seattle

## YOUNG PROFESSIONALS

### **The Tech Chair will be responsible for:**

- Overseeing the maintenance and updates for the SULYP Website
- Ensuring that Slack, Asana, and any other technology/software assets are procured & operational
- Developing SEO strategy to increase traffic
- Reporting website analytics to the Executive Board
- Working with Treasurer and Fund Development Chairs to develop plan to monetize site
- Chairing monthly committee meeting

### **The Health & Wellness Chair will be responsible for:**

- Developing programs and events that educate the general membership and community about physical, mental, and spiritual health
- Providing educational resources and activities that aid the well-being of SULYP members and the community at large
- Leading efforts to develop and track #YPFit participation
- Attending all relevant regional/national training calls
- Chairing monthly committee meeting

### **The Photographer will be responsible for:**

- Ensuring that photography and videography staffing is arranged for SULYP events as necessary
- Uploading all event photos to team drives
- Arranging Executive board group photos and headshots