Executive Role Descriptions

Curators

In the past year, TEDxPenn was founded and organized by a single curator. In efforts to build greater sustainability into the team, a second curator position has been created this year for an individual with tremendous leadership and passion for TEDxPenn to partner with the current curator.

The Curators oversee the direction for the organization and are responsible for motivating the team to create the best possible TEDxPenn experience through organizing the TEDxPenn2016 Conference and any new initiatives. They seek resources to help team members overcome roadblocks, offer mentorship to help less experienced members understand the overall cause, and ensure continuity of the organization. Prior leadership or TEDx organizing experiences are preferred.

We are currently recruiting one curator with the following qualities:
- A strong desire to build a sustainable TEDx organization and is committed to following through
- Can unite the team under a common vision and foster an encouraging team culture
- Ability to prioritize the team focus at every point throughout the year to ensure quality delivery at the time of the conference
- Ability to strategize and execute without compromising quality
- Holds high expectations and provides mentorship and guidance
- Ability to change gears to focus on the bigger picture and on small details
- Creative in problem-solving and ability to secure support when needed

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Directors should have excellent organizational skills and a clear vision to lead their team. The position challenges you to take ownership of the team's responsibilities and requires you to prioritize and enable the team to complete appropriate tasks at different stages. Directors communicate to their team in a compassionate yet effective manner. A high degree of reliability and professionalism is expected towards your own team as well as towards other teams in the organization.

Director of Speaker & Content

The Speaker & Content team is responsible for conducting speaker and performer talent search, selecting TED quality ideas, and curating these ideas into an overall powerful and cohesive stage program. The team should collaborate closely with the confirmed speakers to

develop and produce impactful talks as well as providing any assistance needed, both before and during the event. The role of the director is to lead and support these efforts.

We are looking for someone with the following qualities:
- Excellent content acumen for TED quality ideas and talent
- Excellent communication and organizational skills
- A high level of professionalism and proficiency in written and spoken English
- Ability to rapidly synthesize information and accurately offer constructive feedback

Director of Operations

The Operations team is responsible for the logistical planning and flawless execution of the catering, venue, stage and ticketing for TEDxPenn2016. The position requires excellent communication skills to work together with other teams in the organization as well as with external service personnel. Logistical planning skills are essential to outline the sequence of events, team responsibilities and stage management occurring on the day. The Director of Operations has the ability to think about a wide spectrum of possible issues and deal with unexpected problems quickly and effectively.

We are looking for someone with the following qualities:
- Have a strong attention to detail
- Deep and meticulous understanding of event management and logistical planning
- Pro-active, flexible and passionate to take initiative
- Excellent communication and problem solving skills

Director of Corporate Relations

The Corporate Relations team maintains and creates strong relationships with partners and sponsors. The team focuses on reaching out to organizations that align with our brand, giving pitches, and negotiating with potential partners. The Director of Corporate Relations is committed to work closely with our partners within as well as outside of the University.

We are looking for someone with the following qualities:
- Strong written and verbal communication skills
- Professional, confident and persuasive when interacting with our partners
- Excellent understanding of the value proposition of TEDxPenn and its guidelines towards potential partnerships

Director of Finance

The Director of Finance organizes all administrative and financial matters of TEDxPenn. Working closely with the Corporate Relations team, the Director of Finance is directly responsible for maintaining and overseeing the organization's budget as well as aiding to set up partnership contracts. In addition, the Director of Finance is solely responsible for all compliance with TEDx, club and sponsorship rules, authorizations for receiving funds and requests for payments.

We are looking for someone with the following qualities:
- Highly reliable, organized and punctual
- Understanding of budgeting and financial administration
- Communicates and considers the financial implications of other teams' decisions

Director of PR & Marketing
The PR & Marketing team creates and executes TEDxPenn's promotional and public relations strategy. This includes running all TEDxPenn's social media outlets, newsletters and other print and digital media. The Director of PR & Marketing ensures community engagement and manages public perception of the TEDxPenn brand. In leading the team's efforts, the Director of PR & Marketing liaises with other teams to collaborate on marketing materials and generate content throughout the year.

We are looking for someone with the following qualities:
- Ability to create, execute and evaluate effective marketing strategies
- Excellent written and verbal communication skills
- Sensitive towards the TEDxPenn brand perception

Director of Design
The Design Team is responsible for designing and producing professional quality graphic materials, including but not exclusive to the logo, posters, marketing material, programs, speaker and sponsor packs, and videos. The team is also responsible for assisting the speakers with their presentation slides, designing the stage, and decorating the interactive space. The Director should coordinate with other teams to clarify any creative needs and lead the team to accomplish these projects.

We are looking for someone with the following qualities:
- A professional standard for effective and creativete visual deliverables
- Proficient in graphic softwares such Photoshop and Illustrator
- Excellent communication skills and a strong ability to coordinate with other TEDxPenn teams
- Dedication of time and effort in order to meet deadlines with high quality materials

Director of Software Development
Staying up to date with the recent technological trends is important to TEDxPenn. The Software Development Team identifies the software projects for each year and builds products and update the website. This is an excellent opportunity for software engineers to see how their work interacts with users and contributes to the overall success of the TEDxPenn experience.

We are looking for someone with the following qualities:
- High degree of proficiency and independence in developing the TEDxPenn website
- Ability to design the software architecture for technological products
- Ability to lead a team of software engineers to deliver the products with quality and reliability