

**Charleston Pride Festival
Board of Directors
Roles & Responsibilities***

Chair / Chief Executive Officer

Vice Chair / Chief Operating Officer

Chief Financial Officer

Secretary of the Board

Festival Director

Director of Sponsorships

Director of Advertising

Director of Communications

Director of Entertainment

Director of Events

Director of Outreach

Volunteer Coordinator

Updated 9/20/2016

**List of roles does not reflect current board openings.*

Chair / Chief Executive Officer

The Chair of the Board serves as the Chief Executive Officer of Charleston Pride Festival, Inc. This position serves as a legal officer of the organization. As the Chairman / Chief Executive Officer, you are ultimately responsible for all aspects of the organization, including but not limited to, managing the Executive Board, entering into all legal contracts on behalf of the organization, and coordinating with the City of Charleston for necessary event applications, permits, and filings.

General Responsibilities:

- One of four (4) legal officers of Charleston Pride Festival, Inc.
- Manage the Executive Board, including the Chief Operating Officer, Chief Financial Officer, and Secretary of the Board.
- Coordinate closely with the Chief Operating Officer in his/her management of the Board of Directors.
- Enter into all necessary legal contracts on behalf of Charleston Pride Festival, Inc., including, but not limited to, municipal permits, insurance contracts, and event contracts.
- Coordinate closely with the Festival Director and Director of Entertainment regarding the annual Charleston Pride Festival planning throughout the year.

Vice Chair / Chief Operating Officer

The Vice Chairman of the Board serves as the Chief Operating Officer of Charleston Pride Festival, Inc. This position serves as a legal officer of the organization. As the Vice Chairman / Chief Operating Officer, you are responsible for managing the Board of Directors, the implementation and management of the CPF website (charlestonpride.org) and other duties as assigned and agreed upon by the Chief Executive Officer.

General Responsibilities:

- One of four (4) legal officers of Charleston Pride Festival, Inc.
- Manage the Board of Directors, including the Director of Advertising, Director of Sponsorships, Director of Communications, Director of Fundraising, Director of Outreach, Director of Entertainment and the Festival Director, and ensure they have the tools and training necessary to complete their responsibilities.
- Work closely with the Chief Executive Officer in regards to day-to-day details and activities related to Charleston Pride.
- See to the implementation and management of the Charleston Pride website (charlestonpride.org).

Chief Financial Officer

The Chief Financial Officer serves as a legal officer of the organization and is the legal custodian of the books. This position serves as the tertiary chair in the absence of the Chairman and Vice Chair. As the Chief Financial Officer you are ultimately responsible for all financial aspects of the organization, including, but not limited to, preparing financial reports, monitoring financial transactions at all events, and daily data entry.

General Responsibilities:

- One of four (4) legal officers of Charleston Pride Festival, Inc.
- Provide general ledger reports during regular Board meetings.
- Coordinate closely with the Chief Executive Officer to prepare yearly tax filing.
- Prepare quarterly retail and admissions license filings.
- Issue all necessary tax receipts and reimbursements.
- Actively maintain Pride Partner Program and communicate with members regarding dues.

Secretary of the Board

The Secretary of the Board serves as a legal officer of the organization and is the legal custodian of all documents, including regular Board Meeting minutes and filing related to the organization's public charity status. As the Secretary of the Board, you are generally responsible for recording minutes at each Board meeting, and maintaining all necessary documents regarding the organization's public charity status.

General Responsibilities:

- One of four (4) legal officers of Charleston Pride Festival, Inc.
- Record minutes at all Board Meetings.
- Maintain all documents regarding 501c3 public charity status.

Festival Director

The Festival Director is a required position on the Board of Directors of Charleston Pride Festival, Inc. per the organizational bylaws. This position provides planning and oversight over all Charleston Pride Week festivities with oversight from the Board of Directors. While all Pride Week events require approval from the Board of Directors, the Festival Director is directly responsible for organizing all aspects of the Charleston Pride Festival, including, but not limited to, vendors, park logistics, and necessary service / equipment rentals.

General Responsibilities:

- Plan and / or provide oversight for all Charleston Pride Week festivities
- Coordinate with the Board of Directors for approval on all Charleston Pride Week events.
- Recruit and communicate with all vendors for the annual Charleston Pride Festival.
- Plan and implement logistics for the annual Charleston Pride Festival.
- Secure all necessary service and equipment rentals for the annual Charleston Pride Festival.

Director of Sponsorships

The Director of Sponsorship's responsibilities include, but are not limited to, the procurement and cultivation of relationships with sponsors for the Charleston Pride Festival. Sponsors should ideally include both corporate/national/international businesses, as well as local enterprises.

General Responsibilities:

- Knowledge of and familiarity with past sponsors of Charleston Pride.
- Knowledge of and familiarity with Charleston Pride sponsorship levels.
- Coordinate with Chief Executive Officer and Chief Operating Officer to update and maintain Charleston Pride's sponsorship levels.
- Work independently contacting previous sponsors in order to retain their support, as well as new, potential sponsors.
- Maintain an organized list of sponsors and ensures that all sponsors receive the benefits associated with their sponsorship level.

Director of Advertising

The Director of Advertising responsibilities include, but are not limited to, the sale of all advertising to be placed in the annual Charleston Pride Guide (one week prior to the festival), and the development of a program to promote the sale of ads to be placed on the Charleston Pride Festival website (charlestonpride.org).

General Responsibilities:

- Knowledge of and familiarity with the Pride Guide and all of its previous iterations and ad purchasers.
- Knowledge of and familiarity with Charleston Pride's advertising offerings
- Work independently contacting previous advertisers and potential new advertisers for the current year's Pride Guide
- Secure artwork from advertisers ahead of the set deadline
- Manage relationship with designer and printer and project manage Pride Guide creation and distribution

Director of Communications

The Director of Communication's responsibilities include, but are not limited to, the development and execution of a marketing and communication's strategy for the Charleston Pride Festival. The marketing and communications strategy should include plans for social media, traditional media (print, television, radio), blog posts, posters/flyers, billboards, street banners, light pole banners, and creation and distribution of press releases.

General Responsibilities:

- Knowledge of and familiarity with modes of communication utilized by Charleston Pride in the past.
- Develop new and improved modes of communication for Charleston Pride.
- Manage Charleston Pride social media (Facebook, Twitter and Google+)
- Create regular blog posts on charlestonpride.com to promote Charleston Pride news.
- Coordinate Charleston Pride's relationships with local media (print, radio and television) to ensure regular coverage of Charleston Pride news and events.
- Coordinate billboards, street banners, light pole banners, newspaper ads, and other modes of communication as needed leading up to the festival week.
- Create and distribute Charleston Pride press releases.

Director of Entertainment

The Director of Entertainment serves as a member of the Board of Director. As Director of Entertainment, you are charged with securing entertainment for all events and fundraisers, including the annual Charleston Pride celebration. The Director of Entertainment coordinates closely with the Chief Executive Officer in establishing plans for entertainment at future events and securing all subsequent necessary contracts.

General Responsibilities:

- Provide recommendations for entertainment at all fundraiser events.
- Provide recommendations for entertainment during Charleston Pride.
- Secure all necessary and desired entertainment contracts for events.
- Coordinate with the Chief Executive Officer to sign necessary contracts for entertainment.
- Coordinate travel and lodging arrangements for all entertainment bookings.

Director of Events

The Director of Events serves as a member of the Board of Director. As Director of Fundraising you are charged with planning or oversight over all major fundraising events throughout the year with general oversight from the Board of Directors. These events include all major annual fundraisers, including the Charleston Rainbow Run, Pride On The Harbor, A Night for Pride, and Charleston Pride Pageant.

General Responsibilities:

- Provide planning and / or oversight over all major fundraising events, excluding Charleston Pride Week festivities.
- Coordinate with the Chief Executive Officer during planning on all major fundraisers.
- Coordinate with the Director of Entertainment to secure necessary acts and bookings for all major fundraisers.
- Provide logistical / financial planning reports to the Board of Directors prior any major fundraiser.
- Secure all necessary service / equipment rentals for fundraising events.

Director of Outreach

The Director of Outreach's responsibilities include, but are not limited to, developing and maintaining meaningful and productive relationships between Charleston Pride Festival and other local and regional nonprofit organizations, community groups, and other LGBT organizations.

General Responsibilities:

- Knowledge of and familiarity with the diverse non-profit and community groups represented in our region.
- Develop creative strategies for building and strengthening Charleston Pride's partnership with other organizations and groups.
- Develop strategies for increasing the diversity of those involved with Charleston Pride.
- Work closely with Festival Director to ensure official festival week events are accessible to all people.
- Work closely with the Director of Communications to identify ways to strengthen Charleston Pride's outreach through our various modes of communication
- Serve as liaison between Charleston Pride and other organizations to aid other Charleston Pride Directors in the distribution of information, solicitation of donations, sale of advertising, solicitation for vendors and parade participants, and other possible efforts.

Volunteer Coordinator

The Volunteer Coordinator's responsibilities include, but are not limited to, recruiting volunteers for events, maintaining a volunteer database, and developing long term relationships with volunteers that will encourage them to return time and again to volunteer with the Charleston Pride organization.

General Responsibilities:

- Coordinate volunteer needs with other Charleston Pride Festival board members
- Recruit volunteers throughout the year
- Work with Director of Outreach to recruit volunteers through our relationship with other organizations
- Maintain regular communication with volunteer base
- Create incentives for volunteers
- Maintain volunteer database