



2020 Board Director Description

Title: Board Director - Marketing

Purpose:

To govern EYEJ: Empowering Youth, Exploring Justice, a 501c3 non-profit. To work as a team, collaborate, strategize, fundraise and spread awareness about EYEJ. To provide strategic direction to all facets of marketing within EYEJ. To clean up the brand from an overall perspective.

The primary purpose of the BOD is to collaborate, build, govern, strategize, plan and fundraise for EYEJ.

- o The Board is the highest leadership body of the organization and must satisfy fiduciary duties and govern the non-profit
- o The Board must govern the non-profit which includes managing the mission of the organization and purpose of the organization
- o The Board must select and evaluate the CEO and Executive Director
- o The Board is responsible for planning, financial management and oversight
- o The Board is responsible for fundraising and resource development
- o The Board is responsible for strategic planning
- o The Board approves and monitors the organizations programs and services
- o The Board supports and enhances the organizations image
- o The Board is responsible for its own performance and and monitoring
- o The Board must follow the organizations by-law's, policies and board resolutions
- o The Board must maintain confidentiality regarding the non-profit

The secondary purpose is to lend advice, connections, strategic suggestions based on their area of expertise.

- o The BOD will help cultivate and update the overall mission, vision, value proposition and overall guidance and plan to update ALL EYEJ marketing materials so that the branding is seamless, clear, and informative
 - The Board will make suggestions and recommendations on how to improve the brand
 - The Board will give guidance to the marketing, social media team and any other team member

Term: that touches marketing

One year term, renewable by mutual decision of the member and, subject to Board approval.

Qualifications:

- Self motivated and strategic
- Strong leadership skills and interpersonal skills





- Fearless, trusting from day 1 and openness
- Collaborative between people of all walks of life
- Strong organizational skills, oral and written communication skills
- Great at building relationships
- General understanding of the fundraising opportunities for EYEJ and ability to implement your own suggestions
- Diversity is embraced, empowered and suggested at EYEJ, must have respect for all

Duties:

- The Board individual must understand the mission, programs, brand, people involved, policies and needs
- The BOD must faithfully understand and read the financial statements
- Must serve as an Ambassador of the organization
- Must serve as an active advocate for the organization and identify and secure financial resources and partnerships necessary for the organization to advance the EYEJ mission
- Leverage connections, networks, resources to develop collective action to achieve the organization's mission
- Seeks out potential partnerships, fundraising and business development opportunities that make sense for EYEJ and the mission and brand
- Seeks out potential volunteer and group partnerships for the Discussion Series
- Must attend at least 1 Discussion Series event
- To the best of ability, must attend annual fundraiser and if possible, other fundraising events based on availability
- Must write 1 blog for the EYEJ blog per year
- Must engage with EYEJ social media platforms when available
- Attend monthly board meetings in person at least 8 times a year, otherwise if possible by phone
- Give/Get \$1,000 – payable into 2020 EYEJ Giving Campaign
- Potential to lead and participate in a designated committee (depending on focus area i.e. Executive, Fundraising, Finance, Marketing and African-American Male Committees)

