

Board of Directors

Roles and Responsibilities

OVERVIEW & PURPOSE

This document is available to clearly define the leadership roles for each member of the West Georgia Track Club's (WGTC) Board of Directors and to identify their responsibilities and duties. This document will align with the purpose of WGTC By-laws Article IV in its entirety.

President

1. Review corporate documents and club policies. Confirm each board leader has access to important documents. Retain bylaws on file with Road Runners Club of America (RRCA) and club bank.
2. Prudence with club budget and expenses and a keen eye to review all financial aspects including oversight of accounts, collaborative review of charges for event/races/programs. Work with the Treasurer on cash inflows and outflows to understand your existing resources and future expenses. Have three signatures on operating account to include: President, VP and Treasurer. Be transparent with financial information for the club. Publish budgets, tax information, and financial condition of the club regularly via website/newsletter. If finances aren't good, make sure the membership knows and that steps are being taken to improve.
3. Ask for and receive monthly reports from all Directors and Committee Chairs (if needed/desired) one week before board meetings.
4. Prepare board meetings with a clear agenda as determined by submitted director reports and sent through the Executive Administrator. Round-robin reports are acceptable periodically. Purposefully rotate the Directors whose area you will want input at the board meeting even if not critical. Always review the financial condition of the club every board meeting.
5. Have a list of objectives/vision/strategy for the club that you explain at the annual members meeting and then check back and report on the accomplishment of

- these objectives or changes in priority. Be transparent.
6. Produce a President's letter/communication to the membership annually.
 7. Partner closely with the VP and involve them in activities and happenings related to the club to ensure a seamless transition should they need to step in at any point in time.
 8. Learn all parts of the club. Know every aspect. You don't have to do every job but know what is involved.
 9. Serve as the primary point of contact for the RRCA and ensure that our national membership is in good standing and that there is active and open communications with WGTC.
 10. Appoint people to key positions. Work with the Board to appoint or reappoint people to standing committees or important volunteer positions in the club such as website, membership, volunteer, races, social, etc. Robert's Rules of Order per bylaws outlines that committees dissolve and should be reappointed annually with each new election cycle of a Board of Directors to avoid any confusion about terms.
 11. Plan for the coming year or term of office for the Board. Begin preparing for the next year's budget. Work with the Board to outline the status of current programs and events, Director roles, and outline plans or objectives for the new projects/programs and events.
 12. Work with each Director on ensuring that there is an active pipeline of future board members for the position. If Board Members are not fulfilling duties or contributing to the club, communicate and work with them to address issues and ensure responsibilities are being met.
 13. Be a visible and known presence at track club events, group runs, socials, and community events.
 14. Communicating with other companies and organizations with which WGTC does business which includes maintaining updates to our sponsors and notifying when sponsorship is to expire or to renew.

Vice President

1. Shadow the President in all affairs possible and take note.
2. Assist in administration of affairs of the organization and fulfill the duties of the President during the President's absence or incapacity.
3. Nominate event directors of West Georgia Track Club 5K/10K. Supervise the racing events of the organization with the Director of Operations. Appoint other event

directors subject to confirmation by BOD.

4. Monitor adherence to rules, regulations and procedures in conjunction with the Director of Operations.

Director of Operations

1. Oversees the day-to-day activities of the board by monitoring communications of in-house leaders and members and resources outside of organization. Delegate the communications to appropriate BOD and/or committee leaders.
2. Review bylaws with BOD annually. Formulating and upholding policy is one of the core duties so that WGTC can operate and function on a daily basis within a prescribed set of guidelines.
3. Coordinate + report on the workings of the various committees in WGTC.
4. Follow up on action items with other board members.
5. Ensure the leader is set for group runs.

Executive Administrator

1. Organizing day to day communications by delegations to appropriate heads. Example keeping email account organized with only unread and not responded to email in the Inbox.
2. Planning and scheduling meetings for BOD. Creating a new agenda through Google Drive a week ahead of meeting date and add approved items to agenda. Establish consistent format of meeting notes.
3. Keep Google Drive organized and up to date. Remove content no longer needed and remove editing or viewing access of documents to people no longer affiliated with club.
4. Editing correspondence documents such as Monday Run Down, membership notifications etc.
5. Assist the President - prepare and distribute agendas and keeping of records.

Treasurer

1. Administer all organization finances, maintain a current status of accounts, disburse funds in accordance with organization policy in bylaws
2. Assist the President with the preparation of the annual budget and prepare an

annual financial report.

3. Keep record and tracking of all financial expenses and reports.
4. Seek comparison pricing from competitors with large purchases.
5. Making monthly bank deposits, signing checks, and monitoring cash flow
6. Check the PO box at least twice a month
7. Facilitate coordination and communication between support functions such as RunSignUp linking to banking, delegation of email correspondence

Marketing and Communications Director

1. Deliberate planning of media posts and publications.
2. Development of brand awareness and online reputation.
3. Maintain social media channels with relevant information and news for track club members including (but not limited to) pictures of group runs, upcoming events, celebrating club member accomplishments, and promoting the club and benefits of membership.
4. Create a regular publishing schedule.
5. Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns. Creating several scheduled events through social media outlets.
6. Monitor online reviews and respond to each review. Identify threats and opportunities in user-generated content surrounding the organization. Report notable threats to BOD. Apply conflict resolution principles to mitigate issues.
7. Upkeep of website (add more specifics such as the calendar, #5)

Membership Director

1. Track new members and correspond with welcoming memberships or changes
2. Follow trends for membership status
3. Create outreach and follow up with members
4. Create events to drive membership
5. Create and oversee committee for annual membership banquet

Merchandise Manager

1. Maintain inventory of merchandise available using Square.
 - a. Enter new merchandise to inventory.

- b. Manager ordering through Square.
2. Make a monthly inventory report to the Board of Directors.
3. Make recommendations for merchandise orders.
4. Process all sales through Square.
5. Update new members to the Square customer list.
6. Make recommendations for ordering new merchandise.
7. Make arrangements to have merchandise available at WGTC races and other WGTC events.
8. Coordinate with the Treasurer for depositing cash and checks.
9. Ensure new members receive shirts when applicable via store pickup, mail, etc.
10. Maintain the mailing fund for mailing shirts.
11. Mail new member and renewal shirts.