



Beautiful Broken Vessels
1 Floretta Pl Unit 80554 Raleigh, NC 27623
Beautifulbrokvvessels.org
919-728-1228

Beautiful Broken Vessels Board Members Duties and Roles

Board member role: Marketing Chair

The Marketing Committee Chair, which is a volunteer position; is responsible for executing a marketing strategy, clearly communicating and promoting Beautiful Broken Vessels' mission within the community. They will construct and provide monthly reports on the impact made within the program for the Board meetings and grant funders with information provided by the program director. The Marketing Committee Chair will post pictures to the website and social media of any fundraising events or projects. It's imperative to get people talking about Beautiful Broken Vessels. Therefore, you are responsible for showing our success via social media, with an increase in followers, likes and shares; in addition to, an uptick in click rates on the company's website. The Marketing Chair is responsible for working in conjunction with the Fundraising Chair to promote events to the general public and other tasks that may arise. The Marketing Chair will also work in conjunction with the Recruitment Chair to provide pamphlets and other items as needed; for community members, schools, churches, etc. to bring awareness and draw participants into the program.

Your duties as Marketing Chair:

- Develop and monitor a budget for marketing initiatives
- Form and oversee Fundraising Committee's as needed
 - Guidelines are provided
- Facilitate communication between staff, committee, and board
- Maintain a list of media contacts and proactively reach out to various media for upcoming events
- Photograph projects, special events, ceremonies, dedications, staff, registrants, and others on an on-going basis; providing a steady stream of pictures for newsletters, email blasts, marketing materials, social networking sites, our website and more.
- Responsible for posting news, event reminders and success stories by using pictures to tell impact statements on our social networking sites as needed (Facebook, Instagram or other social media outlets) in order to reach a broad audience to spike interest, feedback, and participation in fundraising events and program offerings.
- Create and present reports to the Board of Directors monthly
- Adhere to Board of Directors rules and regulations
- Stay in contact with President and Board Chair on duties and tasks assigned
- Work alongside Fundraising, Recruitment Chair and Program Director



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Board Member Responsibilities:

- Provide strategic leadership
- Be knowledgeable about the organization's values, mission, programs and performance
- Be an ambassador for the organization and promote its work in the community
- Ensure the organization's financial viability and sustainability
- Develop policy frameworks
- Employ and evaluate the performance of the Executive Director
- Participate in fundraising efforts to carry out these responsibilities.
 - Responsible for personally donating via personal donations, donations from personal contacts, business contacts, other donors, etc.

In addition to attendance at Board meetings; a minimum of four times a year: you may be required to participate on committees and special meetings.

- Serves a minimum of a one (1) year term on the Board.
 - Eligible to serve a three (3) year term if re-elected by the Board. The Board has up to 7 members, terms range from 1 to 3 years and are staggered so that no more than half of the Directors are being replaced or re-elected in any given year.
- Attend a minimum of three (3) events each month (includes board meetings, committee meetings or other planned events. The Full Board of Directors meets the 2nd Thursday of every month from 6:00 p.m. to 8:00 pm
- Makes a serious commitment to participate actively in committee work.
- Beautiful Broken Vessels is a voluntary working board.
- Understands the Mission and promotes to the public.
- Stays informed about committee matters, is prepared for meetings, and reviews and comments on minutes and reports.
- Participates in the committee's annual evaluation and planning efforts.
- Please read and understand the Board Role description of the position you are applying for.



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Board Member Qualifications:

A team player with a desire to ensure adolescents and young women learn to love themselves and curate healthy relationships; with the willingness to:

- Commit time for regular Board meetings
- Volunteer at special events, as required
- Engage in critical thought and be committed to a vibrant future for the organization
- Prepare well for meetings, reviewing and commenting on minutes and reports
- Listen well and be thoughtful in considering issues
- Get to know other directors and build a collegial working relationship that contributes to consensus
- Actively participate in the board's annual evaluation and planning efforts
- Understand the fiscal implications of decisions
- Recruit other board members; providing them with participation requirements, duties and responsibilities