2017 Position Descriptions

General Responsibilities for All Crew Members

- Coordinate, in conjunction with the Student Director and advisors, events for Homecoming
- Maintain a minimum of 3 office hours per week during the Fall 2017 semester
- Attend all Homecoming Crew meetings (generally held bi-weekly in the summer and weekly in the fall semester)
- Attend all trainings, retreats, and Homecoming Week events
- Meet bi-weekly with advisor(s)
- Facilitate the promotion of all Homecoming events
- Assist with Homecoming promotion during summer orientation
- Coordinate volunteer needs for respective responsibilities
- Maintain consistent and clear communication with all members of the committee and advisors
- Include and keep advisors updated on upcoming projects, questions, concerns, or communications
- Maintain and respect confidentiality when applicable
- Develop rapport with UNT faculty, staff, students and student organizations as well as outside vendors for Homecoming events
- Coordinate purchases with the advisor(s), staying within budgetary limits, for respective responsibilities
- Be available to meet as needed during the summer
- Perform other duties as assigned by the Student Director or advisors, towards the goal of planning a successful Homecoming Week

Student Director

- Be the “face” of the Homecoming Crew
- Represent the Homecoming Crew at various campus events, conferences, and meetings
- Coordinate, create agendas, and lead committee meetings
- Maintain communication and serve as the liaison to important Homecoming constituents (e.g. Greek Life, North Texas Alumni Association, Residence Halls, SGA, UPC, PBSO, etc.)
- Serve as the Homecoming Crew liaison to the University Homecoming Committee
- Meet weekly with the Homecoming advisor(s)
- Assist Homecoming advisor(s) with duties as assigned
- Assist Homecoming advisor(s) with planning trainings and retreats (Spring and Fall)
- Assist in the selection of the next Student Director

Marketing Coordinator(s)

- Use creative and innovative strategies in the production of all advertisements and videos for Homecoming
- Create a Homecoming promotional and wrap-up video
- Create graphics for promotion of Homecoming Week
- Collaborate with the Student Activities Marketing Team in coordinating and creating all marketing and advertising initiatives for Homecoming Week
- Assist in the selection of all Homecoming promotional items
• Coordinate the distribution of Homecoming flyers, posters, yard signs, banners, promotional items, etc.
• Coordinate the Street Crew spirit golf cart and schedule
• Develop a social media strategy to increase followers/likes and engage interaction
• Maintain the Homecoming Facebook, Twitter, and Instagram accounts
• Communicate with advisors and web maintenance staff to keep Homecoming website up-to-date and accurate
• Assist with the creation of advertising mechanisms at the request of other coordinators
Note: Experience with video editing and/or graphic design is preferred, but not required.

Volunteer/Recruitment Coordinator(s)
• Organize and assign volunteers to serve on-site at events throughout the week of Homecoming
• Collaborate with event coordinators to secure judges for all judged competitions
• Create and implement a recruitment plan to increase participation from students, registered student organizations, faculty, and staff
• Assist with the distribution of Homecoming flyers, posters, yard signs, banners, promotional items, etc.
• Present Homecoming information at interest meetings for the student body
• Collaborate with Team Competition Coordinator to plan and run interest meetings for Housing, registered student organizations, and Greek Life
• Work with Team Competition Coordinator to use creative strategies to reach out and recruit teams, focusing on recruiting more diverse registered student organizations

Team Competition Coordinator
• Work with Volunteer/Recruitment Coordinators to assist with team recruitment
• Using feedback from previous years, assist the advisors in revising the team competition rules packet
• Plan and facilitate mandatory team competition rules meetings
• Assist the advisor in maintaining competition scores from events
• Serve as the Homecoming Crew liaison to team captains

Event Coordinators (multiple positions)
• With assistance from advisors, coordinate the planning of one of the following Homecoming activities. Responsibilities include but are not limited to:
  o Parade
    ▪ Coordinate logistics, including parking, road closures, float order, and police, etc.
    ▪ Recruit and serve as primary contact to departments and community members that want to participate
    ▪ Create judging rubric
    ▪ Serve as contact for Judges, ensuring they are trained in rubric use
    ▪ Advertise parade to the public, to promote attendance
    ▪ Work with the Team Competition Coordinator and advisors to set rules and procedures, to be placed in the team competition rules packet
  o Field Day
    ▪ Coordinate participant activities, competition brackets, and risk management
    ▪ Serve as contact for Judges, ensuring they are trained in rules
    ▪ Coordinate activities for non-participant attendees
    ▪ Work with the Team Competition Coordinator and advisors to set rules and procedures, to be placed in the team competition rules packet
- Spirit Board
  - Coordinate board set up and take down
  - Create judging rubric
  - Serve as contact for Judges, ensuring they are trained in rubric use
  - Work with the Team Competition Coordinator and advisors to set rules and procedures, to be placed in the team competition rules packet
- Bonfire
  - Coordinate activities for attendees and create event schedule
  - Collaborate with PBSO and Talons to set event schedule
  - Serve as contact for those who will be appearing at event
- Picnic
  - Coordinate logistics, including tables, chairs, tents, stage, etc.
  - Coordinate activities for attendees and create event schedule
  - Recruit student organizations and departments to host a table
- Movie
  - Coordinate logistics, including tables, chairs, food, etc.
  - Solicit feedback to determine movie selection
- Spirit Day
  - Coordinate activities for attendees and create event schedule
  - Recruit student organizations to host a table
- Service Coordinator(s)
  - Coordinate logistics, including tables, chairs, space layout, etc.
  - Research nonprofit and organization benefactors and serve as primary contact for them once selected
  - Work with the Team Competition Coordinator and advisors to set rules and procedures, to be placed in the team competition rules packet
- Royalty Competition
  - Coordinate interview application review
  - Create interview questions and coordinate interview process
  - Serve as contact for Judges, ensuring they are trained in rules
  - Coordinate the selection and purchase of flowers, crowns, and sashes
  - Serve as primary contact for Court
  - Manage Court presence at ceremony practice and at the football game
  - Work with the Team Competition Coordinator and advisors to set rules and procedures, to be placed in the team competition rules packet