2021 Open Volunteer Leadership Opportunities

TEDxNaperville Director Communication/Social Media

The goal: Give us a voice and use it.

The Why: TEDxNaperville depends on clear communication with our audience, speakers, and community to share ideas, engage and educate. As a Director. Communication, you will play a key role in following TEDxNaperville Brand guidelines and creating a unique, powerful strategy to keep our audience in the know at all times across major communication channels.

The How:

- Engage with the TEDxNaperville community and support our Director build a well-recognized brand.
- Create and edit newsletters, social media posts, blurbs for our site and social media.
- Sending updates to the public via MailChimp
- Publishing content and monitoring Facebook/Twitter/Linked In for messaging; engage and respond to our social media audience.
- Write promotional content and create new opportunities for TEDxNaperville to get us on the media map.
- Creating speaker bios and preparing press releases for all the events throughout the year
- Assisting the team, reviewing and editing other written content to ensure we have a unified voice with adherence to TEDxNaperville Brand guidelines
- Act as Grammar Police for all the content released by TEDxNaperville.

What you bring to the team?

- Experience with MailChimp, Social media platforms (Instagram, Facebook, Twitter and etc.) as well as with Google Adwords, Facebook Ads, and other social media tools is highly desired.
- Experience with Google Drive, Google Forms is a plus.
- Time commitment: high. At least 5 hours/week from May until September, and 10-15 (sometimes more) hours/week in October/November.
- Writing skill and an understanding of creating content that draws an audience.
- Ability to effectively connect and communicate with others about the conference.
- Knowledge of social media and basic web design. Knowledge of graphic design a plus.
- Ability to learn the web applications we use for outreach.

Apply Here: https://forms.gle/XWfjTocYEBhYnk2j8

TEDxNaperville Director Marketing

The goal: Make sure that everyone knows who we are, what we do, and they watch our talks.

The Why: One of the areas we always need help with is Marketing. Being recognized amongst TEDxNaperville enthusiasts, we know we have a brand that is worth promoting. Now we need to make sure that the World knows about us too.

The How:
- Responsible for creating an overall marketing plan and campaign to ensure we reach out to the target audience and spread the word about TEDxNaperville in and outside of the existing follower base.
- Director Marketing will be the face of TEDxNaperville and be open to networking and building new connections that may benefit the organization.

Director Marketing will be responsible for the marketing team and deliverables in the following areas:
- Marketing plan development
- Campaign creation and management
- Direct & Email marketing management
    - Working with TEDxNaperville leadership team and storyteller to create and timely share newsletters about upcoming conference and events team is hosting.
    - Build content and email structure.
    - Create an announcement schedule (usually as part of a marketing plan)
    - Drive Interest in Order to Sell Out Tickets As Quickly As Possible
- Press & Alerting Pertinent Organizations
    - Create promotional content to announce the event.
    - Directly invite organizations and influential individuals
    - Inform all pertinent and related organizations and news outlets.
    - Help speakers announce to their fan base that they'll be speaking.
    - Work alongside social media teams as you announce updates.
- Working with Director. Communication to ensure our communication channels and social media are aligned with an overall marketing strategy.

What you bring to the team?

- Experience in developing a marketing strategy for educational/non-profit organizations.
- Experience in branding and promotions
- Experience engaging with the press, as well as building and maintaining press relationship.
- Prior experience in non-profit, community event organization, and marketing
- Ability to effectively connect and communicate with others about the conference.
- Ability to build and develop media network on both attendees/volunteers/partners levels.
- Time commitment: high. At least 5 hours/week from May until September, and 10-15 (sometimes more) hours/week in October/November.

Apply Here: https://forms.gle/SWSCTk8af4aHG4MQ6

TEDxNaperville is an independently-organized event operated under license from TED and is hosted by:

XNet Information Systems Inc. 3080 Ogden Ave. Suite 303, Lisle, IL 60532
630-983-6064 | karsten@tedxnaperville.com |

TEDxNaperville Director Volunteers

The goal: Build, manage and engage our passionate volunteer base.

The Why: Volunteers are the core of TEDxNaperville. We are an organization run by volunteers. The role of Director Volunteers will play the most important part in making TEDxNaperville successful year after year.

The How:
- Be the primary point of contact for all TEDxNaperville volunteers and acts as the liaison between volunteers and the organizing committee.
- Be responsible for creating a volunteer community, managing clear lines of communication between volunteers and the organizing committee, and ensuring that all volunteers are thoroughly engaged in their TEDx experience.
- Creating a database/CRM for all volunteers to ensure we continuously maintain an up-to-date database of active and passive volunteers we can tap into for special projects and main events.
- Communicating with our volunteers on what we are up to, and what we need.
- Act as a strategic leader and volunteer SME to help organize volunteers' engagements, get-togethers, staffing special projects, and more.

What you bring to the team?

- Sharp interpersonal skills, ability to communicate with people from a variety of backgrounds and capitalize on their strengths.
- Communication, communication, communication! Through emails and in-person meetings, you'll need to relay information quickly and accurately to many different people. Great grammar and spelling are a must.
- Proficient in navigating web-based tools and templates. We use MailChimp for email communications, and you'll need to be comfortable navigating these tools and teaching others to use them as well.
- Desire to always stay ahead of the curve and implement new technologies that can help our volunteer community be engaged and communicate efficiently.
- A knack for bringing people together: introducing volunteers to each other, making connections between people and projects, laying the foundation for an interactive community.

Apply Here: https://forms.gle/WCJwZ6iT552XDVLP9

TEDxNaperville Director Graphic Design

The goal: To maintain TEDxNaperville Brand across all digital and printed media.

The Why: The unique TEDxNaperville brand is what makes us stand out and stay at the forefront of visual innovation.

The How:

- Graphic Design & Visual Communication involves the design and production of all digital and physical material needed for an effective conference, including badges, shirts, posters, signage, ticketing platform, website, newsletter images, and any other visual or elements according to our own Style & Branding Guide
- You will be responsible for designing all our general marketing materials, Theme Design and Logo, updating and maintaining our ticketing and registration platform as well as venue signage in addition to supporting any other design and production needs.
- You will also be responsible for our website management: creating and updating pages, maintaining website framework, and ensuring our website is responsive and protected.

What you bring to the team?

- You have an eye for design and creating beautiful visual messages, understand and are actively engaged in the most recent design trends, know how to use graphic design programs, and understand the basics of web design (including SEO) and running WordPress websites.
- Knowledge of and experience with design programs including but not limited to Adobe Photoshop, Illustrator, and InDesign. Premiere Pro optional.
- Knowledge of and experience with web design and managing WordPress websites based on a theme template.
- Ability to accept design critiques and follow design standards developed by our Creative Director. TEDxNaperville has high design standards, reviewed and approved by the creative director and the curator. It is possible that some or many of the designs you create will not be used.
- An eye for design and knowledge of the most recent web and design trends.
- A portfolio of your own

Apply Here: https://forms.gle/7gkqLTmACaRk7gwq8