

YOUTH OF TOMORROW

POSITION MANUAL

2023-2024



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EXECUTIVE DEPARTMENT

- 2 Chief Executive Officer
- 2 Director of Human Resources
- 3 Director of Fundraising
- 4 Director of Community Relations
- 5 Community Development Manager

MARKETING DEPARTMENT

- 5 Chief Marketing Officer
- 5 Director of Marketing
- 6 Marketing Analyst Director
- 6 Video Production Manager
- 7 Website Director
- 7 Director of Newsletter

OPERATIONS DEPARTMENT

- 8 Chief Operations Officer
- 9 Event Coordinator
- 9 Director of Corporate Design
- 10 Director of Internal Relations
- 10 Advancement Team Manager

CHIEF EXECUTIVE OFFICER

ABOUT THE POSITION

The Chief Executive Officer is the head of Youth of Tomorrow and is responsible for ensuring the success of the organization. They oversee the entire organization and is the main contact for approving new ideas within the Youth of Tomorrow. The Chief Executive Officer must be ambitious, passionate, and receptive.

POSITION DUTIES

1. **Overseeing all operations that are happening in Youth of Tomorrow**
 - a) Oversees all departments: Executive, Marketing, Operations
 - b) Attends all events organized by Youth of Tomorrow
 - c) Deals with all problems and conflicts in the Executive Department with the Directors of Human Resources
2. **Keeping the vision of YOT intact**
 - a) Keeps Youth of Tomorrow's vision in mind when approving anything
 - b) Establishes goals, then develops initiatives and plans to achieve objectives
3. **Calling and organizing Management Team meetings**
 - a) Addresses any major concerns or upcoming events regarding the team
 - b) Calls team meetings to ensure strong communication
 - c) Handles external problems which could harm the image of Youth Of Tomorrow

DIRECTOR OF HUMAN RESOURCES

ABOUT THE POSITION

The Director of Human Resources is a position based on the foundations of professionalism, confidentiality, and impartiality. This role involves recruitment and promotions, as well as dismissals within Youth of Tomorrow, acting without bias through each decision made. Strong interpersonal and communication skills are assets. Additionally, the Director of Human Resources ensures that personal and professional growth is achieved with each member.

POSITION DUTIES

1. **Overseeing all positions**
 - a) Oversees all positions and ensures that a strong work ethic is maintained in all departments
2. **Handling any external or internal conflicts**
 - a) Resolves conflicts and problems within the team and deals with internal and external issues
 - b) Ensures that all team members do not negatively reflect Youth of Tomorrow
3. **Overseeing and managing growth of all members in the management team**
 - a) Recruits new members that are suitable for managerial positions
 - b) Offers promotions to members that exceed expectations
 - c) Dismisses team members that negatively reflect on YOT's image or fail to meet expectations
 - d) Organizes the structure of the management team
4. **Prioritizes personal and professional growth for each member**
 - a) Pushes each member to reach the goals they have set for themselves
 - b) Checks in with each member to follow up on their goals

DIRECTOR OF FUNDRAISING

ABOUT THE POSITION

The Director of Fundraising is in charge of all finance-related tasks. They are responsible for completing applications for community grants, creating fundraising strategies, and pursuing sponsorships. They work closely with the Chief Executive Officer and Operations Department to ensure all activities follow Youth of Tomorrow's vision.

POSITION DUTIES

1. **Managing and increasing external engagement**
 - a) Supplies organization with grants, sponsorships and partnerships
 - b) Pursues sponsorships through emails, calls and in person interactions
 - c) Completes applications for community-based grants
 - d) Responsible for analyzing past fundraisers and assess logistics

2. **Cooperate with the Operations Department**
 - a) Collaborates to align vision with the events team
 - b) Communicates different fundraising opportunities

DIRECTOR OF COMMUNITY RELATIONS

ABOUT THE POSITION

The Director of Community Relations is in charge of drafting all contracts outlining what YOT is responsible for and creating all proposals of any external initiative that YOT is involved in. They are responsible for going outside of YOT, in or out of the Trout Lake Community Centre, to find other collaborations that will offer youth opportunities and establish these connections.

POSITION DUTIES

1. **Collaborating with clubs to strengthen bonds with the public**
 - a) Works to establish strong connections with various clubs and organizations in the community
 - b) Finds possible collaborations for Youth of Tomorrow and organizes collective strategies to establish these collaborations
 - c) Represents the Youth of Tomorrow when working and meeting with other clubs, community centres, and local elementary schools
2. **Improving relationships with organizations in the community**
 - a) Focuses on the pillar of "Professional Services" to spread YOT's vision and brand
 - b) Provides any needed support to those in YOT's internal and external community, ranging from promotion, volunteers, or behind the scenes event planning

COMMUNITY DEVELOPMENT MANAGER

ABOUT THE POSITION

The Community Development Manager is responsible for attending all meetings in regards to external initiatives and projects that the Community Relations Team is planning. With this position, there will always be new initiatives to take on, and it is the Community Development Manager's job is to work alongside the Directors of Community Relations and liaise with external organizations.

POSITION DUTIES

1. **Handling event logistics**
 - a) Event timelines, supplies, decorations, external contacting
 - b) Venue booking, sound systems, volunteers and sponsorships
 - c) Plans promotional materials
2. **Volunteer Coordination**
 - a) Finds volunteers to help out with events
 - b) Creates volunteer packages and booking dates for volunteer orientations

CHIEF MARKETING OFFICER

ABOUT THE POSITION

The Chief Marketing Officer coordinates and oversees every aspect of the Marketing Department, from events to promotional materials. Shaping YOT's image, the Chief Marketing Officer ensures each event aligns with the vision of the organization.

POSITION DUTIES

1. Overseeing entire Marketing Department

- a) Manages and leads members within the Marketing Department
- b) Assigns tasks to all members
- c) Answers questions and guides members through their tasks when necessary

2. Shapes and maintains the Youth of Tomorrow's image

- a) Ensures all aspects of Youth of Tomorrow is presented with professionalism and consistency
- b) Oversees YOT's website and social media platforms
- c) Works with the Directors of Marketing to promote events and initiatives through social media marketing campaigns
- d) Comes up with new and creative ideas to improve YOT's social media presence

2. Head of Community Research

- a) Works with the Marketing Analyst Director to apply data to marketing plans

DIRECTOR OF MARKETING

ABOUT THE POSITION

The Director of Marketing is in control of all promotional campaigns and marketing strategies for the Youth of Tomorrow. They manage and develop effective promotional campaigns for the Youth of Tomorrow's social media platforms.

POSITION DUTIES

1. Developing various promotional campaigns and posts

- a) Works with other Directors of Marketing to design and develop promotional posts using platforms such as Canva
- b) Creates appropriate captions for all social media posts
- c) Ensures all posts follow a given theme

2. Managing social media platforms

- a) Updates social media platforms when there are upcoming events, announcements, or any other activities organized by Youth of Tomorrow
- b) Seeks the approval from the CMO before posting any promotional materials
- c) Ensures that all content displayed positively reflects the YOT

MARKETING ANALYST DIRECTOR

ABOUT THE POSITION

The general goal of the Director of Market Research is to improve Youth of Tomorrow with community data. Through research and analysis, they find ways to make Youth of Tomorrow more efficient and improve the operation events and the organization as a whole.

POSITION DUTIES

1. Gathering information about the community

- a) Works with the Chief Marketing Officer and uses Instagram Business Tools to gather information about the community
- b) Provides information to the heads of each department to help with decision-making and marketing plans

2. Surveying various community members

- a) Utilizes a variety of research techniques, including surveys and focus groups, to gather information about community wants and interests
- b) Ensures a wide range of people are surveyed so that results are an accurate representation of the targeted area

VIDEO PRODUCTION MANAGER

ABOUT THE POSITION

The Video Production Manager position is one that requires creativity and basic knowledge of making videos. They specialize in creating engaging posts and videos to enhance and promote events, while improving Youth of Tomorrow's brand awareness.

POSITION DUTIES

1. Producing video promotions and posts

- a) Plans, edits, and films promotional and informational videos and clips regarding events and promotions
- b) Assists in posting content and managing YOT's social media accounts

2. Capturing event memories

- a) Takes photos and videos during events
- b) Ensures everything taken does not negatively represent YOT

WEBSITE DIRECTOR

ABOUT THE POSITION

The Director of Website is responsible for updating and ensuring the Youth of Tomorrow's website remains up to date. They work with the Chief Marketing Officer to ensure all content is in the favour of Youth of Tomorrow's image.

POSITION DUTIES

1. Updating and improving the website

- a) Assists in updating and editing Youth of Tomorrow's website
- b) Ensures the website is always up to date
- b) Works with the Chief Marketing Officer to ensure the website is engaging and aesthetically pleasing
- c) Ensures that all posted content positively reflects YOT

DIRECTOR OF NEWSLETTER

ABOUT THE POSITION

The Director of Newsletter is responsible for developing newsletters for Youth of Tomorrow. Through monthly newsletters, they work to keep in touch with the community by sharing information and opportunities.

POSITION DUTIES

1. Creating monthly newsletters

- a) Creates newsletters to provide monthly overviews and updates
- b) Assists with the researching of extra initiative opportunities for the opportunities catalog
- c) Promotes opportunities through the newsletter

CHIEF OPERATIONS OFFICER

ABOUT THE POSITION

The Chief Operations Officer requires a high level of creativity and time management skills. They organize various events for Youth of Tomorrow and deal with logistics and operational tasks.

POSITION DUTIES

1. Developing ideas and plans for future events

- a) Generates creative ideas for events that would promote the Youth of Tomorrow and improve community unity and spirit

2. Creating a timeline of events

- a) Creates a detailed timeline for all events planned for the year with the Event Coordinators
- b) Reviews timeline with Chief Marketing Officer and Chief Executive Officer
- c) Takes note of other events in the community to prevent clashes

3. Managing the preparation of all events

- a) Works with the Directors of Marketing to develop promotional material and decorations prior to the event
- b) Ensures that all promotions are effective to the target market
- c) Confirms that all necessary logistics are taken care of well before the event begins
- d) Ensures that equipment is set up properly and are in position soon before the event begins

4. Overseeing all events

- a) Creates event proposals that are to be reviewed by the Chief Executive Officer to ensure feasibility
- b) Seeks approval for events from youth workers after thorough planning
- c) Manages operations of all events, and ensures they are executed properly
- d) Discusses event outcomes with the rest of the team through a post report including all relevant details

5. Shaping the organization's image

- a) Ensures that all events relate to the visions of the organization and do not negatively reflect the image of YOT
- b) Aims to boost community morale and unity through impactful events

EVENT COORDINATOR

ABOUT THE POSITION

The Event Coordinator is responsible for assisting in the creation of event timelines, logistics and outreach. They work closely with the Chief Operations Officer to handle and create memorable events for youth in the Trout Lake Community Centre and Metro Vancouver area.

POSITION DUTIES

1. Developing timelines for events

- a) Works with the Chief Operations Officer to create a thorough event timeline that will then be shown to youth workers for approval

2. Logistics

- a) Assists the Chief Operations Officer in creating a detailed proposal with significant information for the event
- b) Generates new event ideas and adds new factors to pre-existing events to improve and make it unique from previous years
- c) Books and purchases services/items for an event and organizes online spaces for digital events

3. Execution

- a) Leads and manages on the day of an event
- b) Communicates with event participants the event purpose and agenda
- c) Resolves any problems that volunteers or other members require help with
- d) Supervises volunteers and other members to ensure tasks are properly completed
- e) Oversees and communicates with external parties during event

DIRECTOR OF CORPORATE DESIGN

ABOUT THE POSITION

The Director of Corporate Design works closely with the Chief Operations Officer and Event Coordinator in creating artistic plans and displays for events. They also assist the Operations department with artistic marketing approaches. Any and all artistic-related projects will often be covered by the Director of Corporate Design.

POSITION DUTIES

1. Creating posters and props

- a) Creates physical props and posters at the request of the Chief Operations Officer
- b) Purchases supplies needed for display case or other artistic endeavors required of the position
- c) Gets ideas and plans approved by the COO before implementation

2. Designing digital items for events

- a) Makes digital props for events that include but are not limited to:
 - i. Presentation slides
 - ii. Trivia quizzes
 - iii. Leaderboards
 - iv. Visuals

3. Banner Crew

- a) Recruits volunteers to paint banners for events and promotional activities
- b) Communicates with the CMO and COO to organize and schedule dates for banner painting sessions

DIRECTOR OF INTERNAL RELATIONS

ABOUT THE POSITION

The Director of Internal Relations follows the goal of advancing the team internally through team building events. They work closely with the Advancement Team Manager and Director of Human Resources to ensure each team building event is planned efficiently.

POSITION DUTIES

1. Organizing bonding events

- a) Hosts individual department or full team bonding events throughout the year to strengthen bonds between members
- b) Develop ideas and plans for team bonding events with the Advancement Team Managers
- c) Hosts and attends all bonding events enthusiastically

2. Collecting feedback through surveys

- a) Record feedback through surveys from members to improve future bondings

3. Operate the Opportunities Catalogue

- a) Looks for unique initiatives for students to partake in
- b) Adds all findings into the Catalogue spreadsheet and writes a short and detailed description of each initiative
- c) Ensures descriptions describe the positions offered, the organization's values, and the source of contact
- d) Update and add onto the Catalogue each month

ADVANCEMENT TEAM MANAGER

ABOUT THE POSITION

The Advancement Team Manager works to follow the goal of advancing the Management Team internally through team bonding events and recognition. They are assisted by the Directors of Internal Relations to ensure all team building events and workshops are planned efficiently.

POSITION DUTIES

1. Constructing and hosting team bonding events

- a) Plans and leads individual department or full team bonding events to strengthen connections between members
- b) Organizes supplies and equipment for bonding events
- c) Hosts and attends all bonding events enthusiastically
- d) Discusses how to strengthen bonds internally with the guidance of the Directors of Internal Relations