



## The Big Event at Virginia Tech Executive Committee Application

Thank you for your interest in applying for the 2014-2015 Big Event Executive team. The Big Event at Virginia Tech is a true example of Virginia Tech's motto, *Ut Prosim*. As you may be aware, an executive position in this organization is very time consuming and requires great dedication and commitment - so please consider any other time commitments that you may have when applying. This is not meant to discourage applicants, as an executive position in The Big Event is one of the most rewarding and prestigious experiences that you can have at Virginia Tech. Prior experience with The Big Event is preferred but not required. If you have any questions, please e-mail either Tory Cottle or Austin Moon at [director@vtbigevent.org](mailto:director@vtbigevent.org).

Attached to this application are the descriptions of each Executive Committee position available for this year. Please look at the options, **rank your top 3 choices in order of preference** and answer all of the following questions. Please also attach a copy of your current resume and include all relevant information (such as name, e-mail address, cell phone number, graduation year, major and GPA). Please be aware that you may have a co-director in your position. Applications must be submitted via e-mail to [director@vtbigevent.org](mailto:director@vtbigevent.org) by **April 28th at 5 PM**. Interviews will be held on April 30th and May 1st from 5 PM to 10 PM. You must also be available on May 8th at 12PM for an exec transition meeting if you are selected, so please mark your calendars.

1. Please explain which 3 positions interest you the most and why you selected them. What strengths and/or experience do you have that will help you accomplish the tasks associated with the position?
2. Describe the kind of person that would compliment you best as a co-director. What areas of working with a partner would you struggle with and in what areas would this help you accomplish your goals?
3. If you've had any experience with The Big Event before (volunteer, committee, staff or exec) please describe your experience AND a problem that you have had with the event and how you think it should be fixed.
4. Please list any time commitments that you know you will have for Fall 2014 and Spring 2015 (including work, campus activities, heavy coursework) as well as the estimated weekly time that you devote to your other various activities
5. Please list any potentially relevant skills/experience (graphic design, construction, MS Office, website management, event planning, etc.)

## **Executive Committee Position Descriptions**

### **Director of Communications**

This position is vital to The Big Event. This person will take meeting minutes, hold committee and staff responsible for their duties by taking committee attendance at meetings, profit shares and project checks, and monitoring the online voice mailbox for The Big Event. Will also be responsible for all things pertaining to The Alumni Big Event.

### **Director of Community Relations**

This position will work alongside Projects to ensure that we have a dominating presence in the Blacksburg and Christiansburg communities. They will explore additional marketing opportunities as well as serve as the point of contact for town representatives. When deemed necessary, they will also attend Town meetings. Will also be responsible for planning and implementing a transportation system, and running transportation on the day-of.

### **Director of Fundraising**

This position will work to generate funds from sponsors in the Blacksburg and Christiansburg communities. They will work with Community Relations and Marketing to spread the word about sponsorship opportunities and also reach out to previous sponsors. They will conduct several profit-sharing days with local restaurants and explore other avenues to generate funding. Additionally, this position will work with the Co-Directors and Assistant Director to secure new corporate sponsors. This director will also serve as a liaison to corporate sponsors during their sponsorship period. Past corporate sponsors have included Capital One, PWC and Hensel Phelps.

### **Director of Logistics**

This position is responsible for everything that logistically happens on the Drillfield during The Big Event. They are in charge of setting up the event, coordinating tool distribution and ensuring that committee and staff are properly utilized on the day of. Additionally, they must conduct a tool inventory, order additional tools and obtain all the necessary turf and vehicle permits. This position requires excellent time management skills and a large commitment the week prior to the event.

### **Director of Marketing**

This position's goal is to ensure that the entire campus and surrounding community is made aware of the event. This includes marketing blitz weeks and finding innovative promotional efforts to conduct. They will also be responsible for working with Visual Communications to design and sell a promotional Big Event t-shirt in the Fall. This position is also responsible for obtaining the necessary volunteers to run our event. They will reach out to the campus via direct marketing as well as blitz marketing campaigns. This includes obtaining booth space, reaching out over various listservs, reaching out to past volunteers, and finding new ways to incentivize volunteers.

### **Director of Programming**

This position will work closely with The Director of Logistics to ensure that we are continually expanding the event. They will explore different avenues of increasing programming at the opening ceremonies and also ensure that all major university VIP's are invited to attend. Main responsibilities will be planning for the day of The Big Event and increasing attendance from sponsors and the community.

### **Director of Project Evaluations**

This position is mainly concerned with taking the projects that are requested and making sure that they are checked. The Project Evaluation team will also work closely with the Projects team to ensure that project distribution is smooth and all projects are completed on the day of the event. Ability to delegate and strong attention to detail is crucial for this position. Please also note that this position is extremely time consuming in the Spring.

### **Director of Projects**

This position focuses on obtaining projects from the Blacksburg and Christiansburg communities. This includes working with the Marketing and Community Relations Exec Members to raise awareness of the Big Event in our target areas. Other responsibilities include coordination of project distribution, maintaining and updating our current projects and working alongside Project Evaluations to ensure all projects are checked.

### **Director of Public Relations**

This position will work to ensure that The Big Event has excellent media coverage and presence on social media. They will be in communication with local news stations as well as newspapers and radio. Additionally, they will invite local political figures and nearby universities with the hopes of having other schools start TBE as well. This person needs to be familiar with The Big Event and can both inform and answer questions with regards to the event.

### **Director of Visual Communications**

This position will work with Marketing to develop strategies to most effectively communicate with students/homeowners. General responsibilities will include graphic design of marketing initiatives, working to design promotional items, aid in formatting/layout of various volunteer and community documents and making Facebook profile pictures and cover photos to promote profit shares and the event.

### **Webmaster**

This position is vital to The Big Event's success. This person will work closely with Steven Vanderloo to focus on managing the Wordpress website, as well as the registration system. Experience in Wordpress, PHP, HTML, CSS and/or SQL databases is preferred.