



## JOB DESCRIPTION

### Vice President - American Advertising Awards

#### The Responsibilities of the VP are:

#### Create a robust team/committee - This will include the Event Coordinator\*\*

- o Creative Team Chair
  - o Judging Chair
  - o Sponsorship Chair
  - o Show Chair
  - o Communications Chair
  - o Volunteer Chair
  - o AD 2 Chair
- Prepare a budget for approval by the BOD
  - o This budget is somewhat predetermined from the previous year. The treasurer will set those numbers based on past. Seek approval from the BOD for any expenditures over or not listed in the budget. Numbers may be moved around to various items, keeping in budget
- Secure venues for the show with the AAF Austin Staff Show Coordinator
  - o American Advertising Awards Show – Venue large enough to accommodate 400/500 attendees
  - o Work with volunteer chair and Ad 2 Austin to secure volunteers for above events
- Secure a diverse panel of 9 judges - 3 with expertise in the area of Advertising, 3 with expertise in the area of Design, and 3 with expertise in the area of Digital.
  - o Judges must come from outside the Tenth District and from markets of comparable size or larger
  - o One judge must be bilingual
- Work with VP of Communications committee to promote all phases of the American Advertising Awards
- Show production should be exciting, memorable and highlight the winners - The Show Coordinator will secure the lighting and production company with the American Advertising Awards Chair approval.
- Be sure all sponsors are highlighted in every phase of the American Advertising Awards process
- Increase prestige of winning an Austin ADDY through communications theme
  - o Promote prestigious judges
  - o Promote value of winning in a tough market like Austin
- Promote prestige of winning a district and national ADDY
- Promote American Advertising Awards winners:
  - o Profile on website
  - o PR to mass media, interviews, interactive stories, etc.
- Demonstrate value to non-agencies: networking, sponsor opportunities, supporting winners
  - o Prepare a monthly written update report. Committee chairs are required to attend the monthly Board of Directors meetings. If unable to attend the board meeting arrange for someone to sit in your place and give the report or email report to Operations and President for presenting.
  - o Provide report to the Director of Operations 1 week prior to monthly board meeting

- Create a vibrant and exciting event that reflects Austin's creative community. Keep in mind that the American Advertising Awards is the club's primary revenue generator for the year. Make it fun AND make a profit!
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**\* The American Advertising Awards Show Coordinator is a staff member of AAF Austin hired to coordinate the venue, venue set up, food, decorations and lighting. The coordinator works closely with the VP of American Advertising Awards to stay in budget, get approval for items they are responsible for and be on site the night of the event to help with all logistics. They may also help find photographers, photo booths, DJ's and other various elements with the VP's approval.**