

**Job Descriptions for Grassroots Staff**  
**Original Edition**  
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## **Grassroots Department**

### **Department Overview:**

The Grassroots Department is the down and dirty outreach arm of 10K. They handle all direct contact with volunteers and are largely our public face. They frequently interact with people to get new volunteers on board and are always finding new ways to get 10K noticed. If you've heard about 10K, it's probably because a Grassroots staffer found you.

They also handle all expansion with satellite schools and high schools. Grassroots seeks to expand the influence of 10K of Eastern Iowa to reach any school within 10KEI's jurisdiction.

### **Staff Positions**

#### **Executive Director of Grassroots**

The EDG is the head of outreach for 10K. He/she handle anything relating to mobilizing large groups of staff and direct contact with our volunteers. The EDG's specific duties include but are not limited to:

- Meetings
  - Conduct weekly Grassroots Staff meetings
  - Attend weekly Board of Directors meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Organize all mass-staff outreach events including but not limited to
  - Class presentations
  - Tabling
  - Flyering
  - Viral marketing events
- Ensure proper communication is made to volunteers
  - Follow-up with Squad Leaders (SLs) to confirm that weekly e-mails are going out
  - Ensure that volunteer questions are being answered
- Motivate and organize staff
  - Ensure SLs receive all proper materials and training
- Answer EDG e-mail account

### **Development/Expansion Chair**

The Development/Expansion Chair is responsible for 10K's high school, satellite school and young professional outreach. This includes:

- Meetings
  - Attend weekly Grassroots Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Visit local high schools at least annually to inform high schoolers about 10K
  - At a minimum, this includes all high schools previously visited
- Keep in contact with all satellite schools for 10K Eastern Iowa
  - Visit if possible
  - Answer questions
  - Proactively engage satellite campuses
- Train satellite and high school campuses in all the "basics" of 10K
- Any other tasks as assigned by the EDG

### **Squad Chair (This position does not have an application)**

The Squad Chair acts as a de facto leader of all the squad leaders. They are elected by their peers at the start of school and serve a one-year term. Specific tasks include:

- Meetings
  - Attend weekly Grassroots Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Find new ways to keep SLs engaged
- Keep Grassroots staff constantly improving our grassroots outreach
- Any other tasks as assigned by the EDG

### **Squad Leader**

The Squad Leader position is the most applied for and biggest position on staff. Typically, we have around 15 squad leaders. They are our direct contact with volunteers and are responsible with connecting our volunteers to our nonprofits. This position is deeply personal and focuses heavily on interpersonal communication. A Squad Leader must:

- Be a strong leader
- Be a team player
- Be organized
- Have excellent communication skills
- Understand that being a squad leader is a full-year commitment
- Spread 10K's mission to anyone they can

Their duties include:

- Meetings
  - Attend weekly Grassroots Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Recruit new volunteers by
  - Giving presentations in classes/Res Halls/Greek Houses
  - Tabling at fairs and in campus buildings
  - Handing out flyers
  - Talking to friends
- Recognize current volunteers by
  - Visiting nonprofits to sign up current volunteers
  - Give presentations to service learning clubs or classes
- Retain existing volunteers by
  - Calling each squad member individually
  - Emailing at least weekly
  - Answering questions promptly
- Squad Leaders are also the manpower behind concert planning events:
  - VIPre: participate in the planning committee and complete assigned tasks (i.e., decorating the venue, securing food donations, etc.)
  - Concert: participate in planning committee and complete assigned tasks (i.e., decorating the venue, help ticketing, etc.)