

JOB DESCRIPTIONS FOR SOMERVILLE GARDEN CLUB BOARD POSITIONS

PRESIDENT

Last modified Dec 2018

As an elected member of the Board with a 2-year term limit, the President drives the development and implementation of short-term and long-term planning for the club.

Responsibilities and Duties

- Is the public face of the club.
- Has complete knowledge of by-laws and guides the organization in accordance with those laws.
- Presides over monthly general and bi-monthly (every two months) board meetings. Solicits announcements/agenda items beforehand and controls the tone and direction of every meeting.
- Keeps track of monthly tickler items, making sure they are addressed.
- Answers or redirects questions directed to the President at meetings, public events or via email.
- Emails board members between meetings for decisions about issues that cannot wait for next board meeting.
- Ensures the club works within its approved budget; has check signing authority.
- Is familiar with, supports and sustains all officer and sub-committee functions and responsibilities. Leads the board appointments of committee chairs/co-chairs, if required. May act as stand-in, if required, for a sub-committee.
- Is knowledgeable of all club activities.
- Writes and distributes an annual report for distribution at the club's January meeting.
- Can be contacted at president@somervillegardenclub.org

Qualifications

- Respect for traditions and precedents of club
- Organizational, quorum building, people, project, and meeting management skills
- Computer and email address

VICE PRESIDENT

Last modified Dec 2018

As an elected member of the Board with a 2-year term-limit, the Vice President participates in the development and implementation of short-term and long-term planning for the club.

RESPONSIBILITIES AND DUTIES

- Presides over monthly and board meetings in the absence of the president.
- Assumes the role of president if the president is unable to fulfill his/her duties.
- Is knowledgeable of all club activities.
- Administers the club's scholarship program.
- Organizes and sends Holiday cards from the club.
- Can be contacted at vicepresident@somervillegardenclub.org.

QUALIFICATIONS

- Organization and meeting management skills

SGC SECRETARY

Last modified December 2018

As an elected member of the Board, the Secretary participates in the development and implementation of short-term and long-term planning for the club.

Responsibilities and Duties

- SGC Board Meetings:
 - Attends and records minutes at SGC Board meetings.
 - Prepares board minutes which will include date, meeting site, time of convening, members present at board meetings, motions, by who made and seconded, actions taken and tally of votes, those reporting and/or presenting at meetings and short summary of their report or presentation.
 - Emails draft minutes to all board members for revision.
 - Posts final minutes to Google drive and share access to all board members.
- Annual General Club Meeting:
 - Attends and records minutes of the Annual General Club Meeting.
 - Emails draft minutes to board members for revision.
 - Posts final minutes to Google drive and share access to all board members.
- General:
 - Maintains electronic and paper files of all Board meeting minutes and Annual General Club Meeting minutes.
 - Can be contacted at secretary@somervillegardenclub.org.

Qualifications

- Must have reliable writing and email skills
- Possess good organizational skills

TREASURER

Last modified December 2018

As an elected member of the Board, the Treasurer participates in the development and implementation of short-term and long-term planning for the club.

The SCG treasurer has a few responsibilities:

- a. Maintain a correct representation of the club's deposits and expenses
- b. Repay members for expenses incurred for the club
- c. Pay speakers and vendors for products or services procured by the club
- d. Provide an annual report to the Board and the members outlining how a, b, and c went in the past year.
- e. Visit our friendly credit union periodically to deposit raffle receipts, membership fees and donations.
- f. Send out thank you letters to donors (in accordance with IRS guidelines).
- g. Watch income and expenses so there is enough money in the cash accounts so checks don't bounce.
- h. Complete and send in the IRS Form 990N (postcard) in April; and the MA DOR report in November.
- i. Can be contacted at treasurer@somervillegardenclub.org.

The more fun parts of the job:

1. Lots of people want to give you money!
2. Once you've read the IRS manual for non-profit treasurers, you can answer almost any money-related question about the club. And since nobody else had read the pamphlet, everybody believes you. 😊
3. We bank at the Somerville Municipal Employees Federal Credit Union. You will soon know all five employees by name. And they don't make you fill out deposit slips and paperwork!!
4. Doing the plant sale deposit makes you feel like a drug dealer with the bag full of \$1s and \$5s, yet the Somerville cops cashing their paychecks next to you normally don't cause a stir.
5. If someone gets you really agitated, you can 'work' on their reimbursement check for months.

Time devoted to being a treasurer varies from a couple hours a month to a day per month during membership month and the week after the plant sale.

Qualities of a fantastic treasurer include computer literacy (as our official books use Quicken), an easy-going personality (cause lots of weird little things happen in a volunteer organization), and the ability to count correctly.

MEMBERSHIP COORDINATOR

Last modified December 2018; Needs to be revisited in 12 months
as processes will change due to the database.

As an elected member of the Board with no term limit, the Membership Coordinator participates in the development and implementation of short-term and long-term planning for the club.

NOTE:

This position is currently in a period of transitioning from a manual system to an electronic database. During this period, some tasks are being performed both manually and electronically. We are:

- Encouraging members to sign up on-line, rather than using paper.
- Planning on sending out paper applications in April, even though membership renewal is now on a floating 12-month basis.
- The paper application no longer needs to be edited annually for membership drive, as it is now a generic form.
- Still need to co-ordinate with Graphic Designer to ensure inclusion in April newsletter.
- Generate Member Directories as needed, until all board members have easy access to database.

Responsibilities and Duties

- In response to requests from the board to change the application form, works with the Graphic Designer and Web Master to change the paper and online application forms.
- During membership drive months (~May – Aug), sets up Membership table at general meetings to collect applications, fees and issue Membership Cards.
- Maintains an online database of contact information for each member (name, address, telephone(s), email), and well as SGC interests and Year Joined. Memberships maintained:
 - SGC General Membership, Gift Membership, Free 12-month (e.g. speakers)
 - Complimentary Membership (e.g. officials) is used for Newsletters and Christmas cards only.
- NEWSLETTER
 - Monthly, in conjunction with Public Relations, communicate with Graphic Designer for newsletter count prior to printing
 - Monthly, pick-up (car needed), label and mail newsletters.
 - Print out mailing labels
 - Provide and insert Membership Cards with outside sticker for new members joining during the month.
 - As requested, apply outside sticker to advertise events such as the plant sale to envelopes.
 - Deliver newsletters to the post office on a timely basis with goal of being received locally prior to General Meeting.
 - Maintain adequate supplies for this purpose (stamps, labels, stickers, etc.).
- Provides membership list of member names ONLY to Pemberton Farms Market for discount privileges. Update monthly during May-Aug gardening periods.
- Supports SCG participation at community events.
 - This is another area in flux – many problems have occurred when volunteers sell SGC memberships at events.

- Moving forward, the process will be for volunteers to hand out SGC business cards, which have the club's www.address, along with PR material, and invite the potential member to join online.
- Pick up mail at post office weekly.
 - Determine appropriate recipient of non-membership mail.
- When paper SGC membership applications are received:
 - Create on-line account or renew same. This action automatically generates a welcome email to the member.
 - Fill out membership card and send current copy of newsletter with "Membership Card Enclosed" sticker on envelope.
 - Give check to Treasurer at next meeting to deposit.
 - Members will now receive renewal notices on-line.
- Can be contacted at membership@somervillegardenclub.org. Reply to SGC membership emails as needed.
- Track expenditures for reimbursement (with receipt only) from Treasurer.
- Coordinate with Greeter to collect names of new members wishing name tags
 - Make name tags and bring to next meeting.

QUALIFICATIONS:

- Car (to pick up newsletters from the printer)
- Home computer with functional printer required.
- Comfortable working with Excel spreadsheets and a database.

SITES COORDINATOR

Last modified December 2018

The SGC Sites Coordinator is an appointed member of the board, with no term limit.

Responsibilities and Duties

- Drive the development and implementation of short-term and long-term plans for public sites maintained by volunteers from the Somerville Garden Club.
- For each site, perform these duties. If a site has a point-person, these activities may be delegated.
 - Plan and design the plantings at the site.
 - Purchase plants/bulbs/mulch, etc., (reimbursed by the club).
 - Create and maintain a list of volunteers
 - Organize work groups for spring clean-up, summer maintenance, fall clean-up and other work as needed.
 - Install signage to show the site is “Maintained by the Somerville Garden Club
 - As appropriate, use sites as an educational opportunity for the public by labeling specific plants or providing an explanation about the plantings.
- Work with the PR committee to describe the sites and their upkeep to create PR handouts and to update the web site.
- Provide regular updates on the sites at both board and general meetings to increase awareness of and enthusiasm for SGC efforts.
- Identify volunteers to photograph specific plants or plantings to maintain a photo-log.
- Liaise with City officials (Executive branch, Alderman, DPW)
- Annually, provide to the treasurer and SGC board an estimated cost to maintain the sites for the following year.
- Annually, provide to the President for inclusion in the annual report, a status update for each site. This may include photos, a listing of plant donations, numbers of volunteers and hours worked.
- Can be contacted at sites@somervillegardenclub.org.

Qualifications

- Team building skills
- Gardening knowledge and experience

PROGRAM COMMITTEE

Last modified December 2018

The Program Committee Chair/Co-chair is an appointed member of the board with no term limit. There have been two co-chairs since 2012.

Chairman's job description:

- Drives the development and implementation of short-term and long-term planning for the club's monthly programs and field trips.
- Plans and conducts bi-monthly Program Committee meetings
- Attends bi-monthly Board meetings (co-chairs alternate)
- Recruits and trains new committee members
- Submits monthly program descriptions for publication on SGC website and for newsletter
- Books monthly meeting space in Senior Room, Somerville Council on Aging, 167 Holland Street
- Prepares Program Committee's annual budget for club treasurer
- Can be contacted at programs@somervillegardenclub.org.

Responsibilities of chairman and committee members:

- Attend bi-monthly Program Committee meetings and communicate via email between meetings
- Plan monthly meetings and occasional field trips for the education and enjoyment of the club
- Recruit guest speakers or club members to give horticultural-based presentations at monthly meetings
- Act as hosts for guest speaker and facilitate program
- Set up and break down meeting space before and after programs
- Recruit volunteers to help with set-up and break-down of meeting space
- Coordinate annual potluck dinner event
- Purchase and store supplies and audio-visual equipment needed for meetings
- Recruit new committee members

Qualifications

- Commitment and dedication to the mission of the club and to the responsibilities of the Program Committee
- Strong organizational, planning, and interpersonal skills
- Experience operating AV equipment, or willingness to learn

PUBLIC RELATIONS

Last modified December 2018

The Public Relations chair/co-chair is an appointed member of the Board with no term limit.

RESPONSIBILITIES AND DUTIES

- Drives the development and implementation of short-term and long-term plans to maintain a favorable public image and raise awareness of the club.
- General publicity:
 - Create and periodically update a supply of promotional materials, including a brochure, information about the public sites, specific leaflets, T-shirts, banners, etc.
 - Supply text and images to graphic designer (currently Cynthia). Determine quantities to print. Review designs. Get price quote from Cynthia.
 - Confirm decision and design with President and board. Authorize printing.
 - Supply promotional materials to greeter's table at meetings and to SGC table for special events.
 - Be a persistent liaison person with the media.
- Monthly meetings: post the event on the:
 - SGC web site
 - SGC Facebook page
 - Reminder to SGC listserv
 - List the event with other interested parties (see Notes).
- Club events: Plans and manages the public relations associated with club events, such as the plant sale and garden tours.
 - Posters (if needed):
 - Work with the Plant Sale or Garden Tour subcommittees to determine desired poster design.
 - Supply text and images to graphic designer (currently Cynthia). Determine quantities to print. Review designs. Get price quote from Cynthia.
 - Confirm decision and design with Plant Sale/Garden Tour subcommittee.
 - Distribute posters in cafes and stores, bring to meeting and request volunteers for additional distribution. Post PDF format on web site.
Send to SCATV
 - Newsletter reminder to club members
 - Write and release press releases (see Notes).
- Special events: Plans and manages activities associated with city or community events, including:
 - Apply/respond to request for SGC participation
 - Request volunteers at SGC meetings and through listserv
 - Send out email reminder to volunteers
 - Day of event: Set up with table(s), chairs, tablecloth(s), tent, SGC banner, SGC literature, any display items
 - Meet and greet the public
 - Break down and store SGC paraphernalia at end of event, or have volunteers return it to you.

*Events include ArtBeat, Davis Flea, Garden Day at Pemberton, fundraiser at Flatbread, other select Somerville community events.

- Annually, provide to the treasurer and SGC board an estimated cost for public relations spending for the following year.
- Annually, provides to the President for inclusion in the annual report, a status update of activities.
- Can be contacted at publicrelations@somervillegardenclub.org.

Qualifications

- Knowledge of Wordpress to update web site, and social media.
- Marketing skills

NOTES

Monthly Meetings

Calendar/Event listings

- Post to Patch.com for Somerville (they automatically post in nearby communities)
- Email to:
 - Somerville Journal
 - Somerville Times
 - Somerville Community Growing Center

Plant Sale

Calendar/Event listings

- Same as above
- Somerville Urban Ag Blog
- Somerville Arts Council listserv
- Arts at the Armory, as topics relate to Winter Farmer's Market
- Somerville Times
- SGC listserv (reminder)
- BostonGardens.com
- Local garden clubs

Garden Tours

Press Releases/Calendar/Event listings

- Same as above
- Somerville Times
- Local garden clubs
- Boston Globe
- SCATV
- Post on SGC website for members to download

*Include with press releases when applicable SCATV segment on "Greater Somerville"

NEWSLETTER

Last modified December 2018

The Newsletter Staff (Co)-Editor(s) is an appointed member of the board with no term limit.

Responsibilities and Duties

Chairman/Co-chair:

- Drives the development and implementation of short-term and long-term planning for the monthly newsletter.
- Attends bi-monthly Board meetings.
- Plans and conducts quarterly meetings of the SGC Newsletter Writers group.
- Increases awareness of and enthusiasm for the newsletter.
- Annually, provides estimated costs for the newsletter for the coming year to the treasurer and SGC board.
- Annually, provides a status update to the President for inclusion in the annual report.
- May write articles for the newsletter.
- Receives and edits articles from members for the newsletter.
- Gathers photos, poetry, or quotes for inclusion in the newsletter.
- Liaises with advertisers.
- Sends the newsletter content to the graphic designer, who:
 - Lays out the newsletter.
 - Researches and selects images.
 - Sends draft with comments to editors.
 - Inputs edits.
 - Liaises with the membership coordinator regarding number of newsletters to be printed.
 - Sends newsletter file to printer.
 - Reviews proofs from printer.
 - Informs the membership coordinator when the printed newsletters are ready for collection.
- Can be contacted at newsletter@somervillegardenclub.org.

Qualifications

- Excellent writing and editing skills; attention to detail.
- Organizational skills

TECHNOLOGIST

Last modified December 2018

The SGC Technology Officer is an appointed member of the board, with no term limit.

Responsibilities and Duties

- Drives the development and implementation of short-term and long-term planning for the club's use of technology.
- Evaluates and implements new systems and infrastructure (e.g., website, membership database, e-mail management, social media integration, image storage etc.)
- Maintains web hosting account.
- Manages the somerivillegardenclub.org domain.
- Maintains processes for backups and data protection.
- Maintains email accounts for elected positions, group emails for committees as needed.
- Helps board and club members use the technology effectively, efficiently, and securely.
- Annually provides estimated costs for the coming year for technology to the Treasurer.
- Annually, may provide a status update to the President for inclusion in the annual report.
- Sole point of contact for website email head-gardener@somevillegardenclub.org; shared point of contact for info@somerivillegardenclub.org.

Qualifications:

- Knowledge of technological trends to build strategy
- Ability to conduct technological analyses and research
- Problem-solving aptitude