



# Ad2 Orlando

*Overview and Board Positions*  
2020 - 2021

# AAF and Ad 2 National



Established in 1905, the American Advertising Federation (AAF) is the oldest national advertising trade association and the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF and Ad 2 is here for you. The American Advertising Federation is the unifying voice of 40,000 advertising professionals in more than 200 local AAF clubs across the nation. Together, Ad 2 and AAF have protected the advertising industry and defeated threats such as stricter government regulations and ad tax proposals at the local, state, and federal level. We're here to help you advance your career, build your connections and celebrate this ever changing, amazing industry we work in.

Established in 1947, Ad 2 currently has 23 chapters nationwide as the 32-and-Under division of the AAF. Ad 2 is for professionals getting an early start in their career who are looking to take it to the next level through networking, the values of the organization, and the leadership found at AAF.tt

While Ad 2 hosts events separate from AAF, we work together to ensure you have the clearest path to success possible. Plus, once your career takes you to new heights past Ad 2, AAF is ready to welcome.

## Core Values

- Advertising
- Education
- Club Operations
- Communication
- Diversity and Inclusion
- Government Relations
- Membership
- Programs
- Public Service

# AAF

# Ad2 Orlando

Ad 2 Orlando is made up of passionate individuals in Central Florida who want to further their career while also having fun meeting new people and not paying an arm and a leg to do so.

By becoming a part of Ad 2, we know we're doing everything we can to further ourselves, our skills and even our industry. We're 40,000 strong nationwide.

## Purpose

The purpose of Ad 2 Orlando is to provide an opportunity to emerging advertising professionals, ages 32 and under, to gain leadership experience and give back to the Orlando community with their professional skills.

## Membership Benefits

### Professional Networking

Members surround themselves with other professionals in the Orlando community and grow their network, providing them with special opportunities.

Many of our members have careers in the following fields:

- Account Planning
- Account Services
- Analysis
- Copywriting
- Creative Development
- Event Coordination
- Finance and Accounts
- Media Buying
- Media Planning
- Production
- PR Research
- Web Development

### Education Opportunities

Ad 2 programming events feature industry leaders who keep members in-the-know when it comes to industry trends. With UCF Ad Club as an affiliate organization, members have opportunities for mentorship, portfolio reviews, Student Addy's and more.

### Giving Back

Every year Ad 2 Orlando selects a local non-profit to receive an integrated pro bono marketing campaign. Members can contribute to the campaign to give back to the community and sharpen their skills at the same time!

### Leadership Opportunities

Members may serve on a committee chair or on a subcommittee to get leadership and team experience.

# Ad2

# Board Member Responsibilities

## Board Member Term

Board members serve at the discretion of the Ad 2 Orlando President during the term of July 1 to June 30.

## Board Retreats

Board members are expected to participate in Ad 2 Orlando's strategic planning process, which is typically an off-site retreat. At the retreat, the committee and leadership discuss and plan for the calendar year. This is most likely a day-long activity for team bonding and planning. The Ad 2 Orlando President and Executive board will provide more details.

## Attendance Rules

Board members are expected to attend all monthly Ad 2 Orlando programs and board meetings. If the chair cannot attend, he or she is still required to submit a status report and provide 24-hour advance notice of absence. If the chair misses more than 3 board and events meetings, it is up to the discretion of the President to decide if the chair can remain in their Board members role.

## Budget

Expenses and invoices should be coordinated directly with the Ad 2 Orlando President and Treasurer. Should a Board member need to advance an expense, an Expense Report with the proper backup and signatures must be submitted within 30 days of the expense being incurred. Anyone incurring expenses on behalf of Ad 2 Orlando is responsible for ensuring that the expense is reimbursable before incurring it. Ad 2 Orlando will not be responsible if someone incurs an out-of-budget or unapproved expense. The Ad 2 Orlando President shall be the only person to have access to the AAF-Orlando credit card and will coordinate expenses with the Ad 2 Orlando and AAF-ORLANDO Treasurer.

## Team Meetings

Team Leaders should have an understanding of the time involved in completing team tasks. Team Leaders should have a commitment to the success of their team and a vision for its future.

Leaders of each team will call and preside over team meetings. As much as possible, inform the Ad 2 Orlando President and executive advisor about when you plan to hold meetings.

Teams should meet as often as necessary to complete their assigned tasks. Meetings can be via phone, Google hangout or in person. Team meetings, when well-run, will help keep team members interested, motivated, and accountable.

There are no formal rules for quorum, how meetings should be conducted, or meeting documentation. Meetings should have a pre-established agenda and run to allow maximum input from team members. (Sample recurring agenda items: review of tasks and status updates [may include confirming venues, budgets, etc.], upcoming deadlines, next meeting date/location.) It is suggested that chairs keep notes during the meetings or appoint a volunteer or Secretary to do so.

## 2020 - 2021 Projects

Ad 2 Orlando  
Re-branding

Website Relaunch

Mentorship Program

Community  
Outreach

Club Operations

Partnership

# Creative Team Leader

The Creative Team Leader is responsible for all graphic design-related tasks and projects. They will also support other Teams in any design-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be a creative designer who is able to produce quality work within short deadlines. They will have a creative flair and a strong ability to translate requirements into design. They will create engaging and on-brand graphics for a variety of media both print and digital).

## Requirements

- At least two years of graphic design experience
- At least two years of combined experience with Adobe Photoshop, Adobe Illustrator, and Adobe InDesign
- Portfolio of previous design work
- Ability to work within deadlines
- A sharp eye for aesthetics and details
- Strong communication skills

## Responsibilities

- Responsible for all graphic design tasks and projects
- Find reasonable pricing solutions to printing projects
- Communicate with print shops for the organization's printing needs
- Provides suggestions and feedback for graphic design needs
- Maintains the Ad 2 Orlando brand
- Must write at least one blog post related to their field

## Teams

- Member of Website Team
- Member of Events Team
- Member of Social Media Team

# Communication Team Leader

The Communication Team Leader is responsible for all public-facing written copy for Ad 2 Orlando. They will also support other Teams in any copy writing-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be an extremely proficient writer and communicator. They will have a proven track record in writing for different advertising mediums (design materials, press releases, and social media). Additionally, they will have a creative mind and are able to provide writing suggestions to other team members with their projects.

## Requirements

- At least two years of copywriting and copy-editing experience
- Submit example of copywriting
- Familiarity with ad writing on social media platforms
- Excellent oral and written communication skills

## Responsibilities

- Maintain the Ad 2 Orlando newsletter
- Proofread all written content within the organization, including blog posts
- Work closely with the Creative Team Leader and Web Team Leader that written content is to standards
- Must write at least two blog posts related to their field

## Teams

- Leads PR Team
- Member of Website Team
- Member of Student ADDYs Team
- Member of Social Media Team



# Diversity and Inclusion Team Leader

The Diversity and Inclusion Team Leader is responsible for cultivating a supportive and inclusive recruitment initiative for Ad 2 Orlando. They will also support other Teams in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be motivated to see an increase in minority representation in the advertising industry. They will be comfortable in talking about subject matters as they relate to underrepresented groups. They will be common practitioners of inclusive language and be mindful of how materials put out by the organization can affect public perception as it relates to diversity.

## Requirements

- Excellent communication skills
- Able to lead seminars, workshops, or events about diversity in the workplace
- Good knowledge of labor and human rights legislation

## Responsibilities

- Measure and forecast diversity metrics in the geographic area that Ad 2 Orlando serves
- Determine recruiting opportunities for underrepresented groups
- Conduct outreach to minority organizations to generate interest in advertising field
- Must write at least two blog posts related to their field
- Must host two learning events

## Teams

- Member of Membership Team
- Member of PR Team





# Education Team Leader

The Education Team Leader is responsible for planning and executing the Student ADDY Awards. They will also support other Teams in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate is very charismatic and sociable. They must be able to network and connect with strangers while trying to sell the Ad 2 Orlando experience, usually to an audience of 16 to 22-year-olds. Additionally, the candidate must be adept in event planning.

## Requirements

- Strong team leadership ability
- Excellent time management and communication skills
- Sales skills needed in order to sell Ad 2 Orlando to prospective members

## Responsibilities

- Network with high school and college creative clubs about opportunities in Ad 2 Orlando
- Event planning of the Student ADDY Awards
- Provide an after-event report for the Student ADDY Awards
- Must write at least two blog posts related to their field
- Must host one social event and one learning event

## Teams

- Leads Student ADDYs Team
- Member of Membership Team

# Government Team Leader

The Government Team Leader is responsible for networking and community outreach. They will also support other Teams and in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be a strong verbal communicator of Ad 2 Orlando's interests as they relate to the community. They will lobby on behalf of the organization to ensure that the thoughts and concerns of Ad 2 Orlando, and the advertising industry in general, are being heard by public officials that influence laws and legislation that affect the aforementioned.

## Requirements

- Experience in a public relations-related position or similar role
- Excellent communication skills
- Strong public speaking skills
- Knowledge of government structures, agencies, and policies that impact Ad 2 Orlando and the advertising industry

## Responsibilities

- Represent Ad 2 Orlando in all public relations interviews
- Network with elected officials and their staff in Ad 2 Orlando's service area
- Track legislative issues that affect the advertising industry
- Attend political events to promote Ad 2 Orlando and the advertising industry
- Must write at least four blog posts related to their field
- Must host one social event and two learning events

## Teams

- Member of Membership Team
- Member of PR Team



# Membership Team Leader

The Membership Team Leader is responsible for recruitment and retention of Ad 2 Orlando members. They will also support other Teams and Committees in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be a natural seller and a charismatic speaker. They will be able to recall detailed information about the organization. They will be confident in their ability to sell the organization to prospective members.

## Requirements

- Excellent communication skills
- Strong public speaking skills
- Strong leadership skills
- Strong familiarity with the benefits that an Ad 2 Orlando membership brings to members

## Responsibilities

- In charge of recruitment and retention of Ad 2 Orlando members
- Tasked with creating a system to automatically remind members when memberships are expiring
- Design and implement an overall recruiting strategy
- Provide analytical recruiting reports
- Must write at least two blog posts related to their field
- Must host two social events

## Teams

- Leads Membership Team
- Member of Events Team
- Member of Social Media Team



# Programs Team Leader

The Programs Team Leader is responsible for planning and coordinating Ad 2 Orlando events. They will also support other Teams in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will have an outgoing and selfless personality. They will have a driving want to take charge and solve issues related to event planning. They will be a natural negotiator and will seek out the best balance between affordability and practicality as it relates to vendor prices for event-related costs.

## Requirements

- Experience as an event coordinator
- Excellent communication skills
- Strong negotiating skills
- Strong problem-solving skills

## Responsibilities

- Responsible for supporting all networking, social, and educational events
- Understand requirements for events and provide logistical support
- Secure venue booking and schedule speakers
- Research best-cost vendors and negotiate pricing
- Evaluate events and submit after-event reports
- Must write at least two blog posts related to their field

## Teams

- Leads Events Team
- Member of Student ADDYs Team
- Member of Social Media Team

## Public Service Team Leader

The Public Service Team Leader is responsible for Ad 2 Orlando's public service campaign, which selects a local non-profit to boost their promotion. They will also support other Workgroups and Committees in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will have a strong want to promote a local cause through advertising. They will be strong communicators who are able to determine the wants and needs of a potential client for the public service campaign. They will be punctual and natural planners.

### Requirements

- Experience in a project management or assisting
- Excellent communication skills
- Strong public speaking skills
- Strong team leadership skills
- Strong time management skills

### Responsibilities

- Responsible for the public service campaign
- Research local non-profit organizations and determine their needs
- Compile an analytical report on the possible choices for the public service campaign
- Must write at least four blog posts related to their field
- Must host three social events and two learning events

### Teams

- Member of Events Team
- Member of PR Team

# Sponsorship Team Leader

The Sponsorship Team Leader is responsible for maintaining the relationship with Ad 2 Orlando sponsors as well as securing funding and support for Ad 2 Orlando events. They will also support other Teams and Committees in any recruitment-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will be a natural at fundraising and comfortable asking for financial support from strangers. They will be mindful of the nature of what they are asking for and are aware of the best practices to raise funds.

## Requirements

- Experience in a fundraising position or similar role
- Excellent communication skills
- Strong public speaking skills
- Familiar with fundraising

## Responsibilities

- Organize event support through Ad 2 Orlando via sponsors or fundraising
- Seek out new opportunities to bring new sponsors on board
- Act as a liaison for sponsors to ensure their needs are being met
- Must write at least one blog post related to their field
- Must host two social events and one learning event

## Teams

- Member of Student ADDYs Team
- Member of Events Team
- Member of PR Team



# Social Media Team Leader

The Social Media Team Leader is responsible for maintaining the Ad 2 Orlando social media accounts. They will also support other Teams and Committees in any social media-related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will have a proactive approach to accomplishing tasks. They will be a self-starter that requires little supervision or direction on how to accomplish their responsibilities. They will be creative and understand trends and standards within social media. Additionally, they will be comfortable speaking to strangers and answering questions within a timely manner on Ad 2 Orlando's social media platforms.

## Requirements

- At least one year of social media management experience
- Excellent communication skills
- Strong analytical and multitasking skills
- Strong photography skills
- Ability to generate and deliver content on a mobile device

## Responsibilities

- Perform research on current benchmark trends and audience preferences
- Implement social media strategy to align with Ad 2 Orlando goals
- Generate, edit, publish, and share engaging content at least three times a week
- Communicate with followers and respond to queries within 24 hours
- Oversee social media account design (cover photo, profile picture, etc.)
- Share and promote upcoming Ad 2 Orlando events
- Must write at least two blog posts related to their field
- Must host two social events and two learning events

## Teams

- Leads Social Media Team
- Member of Student ADDY's Team
- Member of PR Team

# Web Team Leader

The Web Team Leader is responsible for maintaining the Ad 2 Orlando website. They will also support other Teams in any web related endeavor as it relates to their responsibilities for Ad 2 Orlando.

The ideal candidate will excel at being detail-oriented and a creative content designer. They will be able to bring a marriage between both technical and creative aspects related to website management and creation. Additionally, they will be mindful of the user experience and seek new and innovative ways to improve the flow and structure of the Ad 2 Orlando website.

## Requirements

- At least two years of experience with Adobe Photoshop
- At least two years of experience of web design or web development or WordPress
- Strong troubleshooting and analytical abilities
- Excellent communication and teamwork skills
- Knowledge of web analytics and SEO
- Familiarity with best practices in web design standards
- Working knowledge of HTML/CSS, XML

## Responsibilities

- Create and manage all web-related marketing efforts
- Updating the Ad 2 Orlando website on quick turnaround deadlines
- Manage the web calendar on the Ad 2 Orlando website
- Creation of event registration pages or sign-up pages
- Serve as the webmaster for the Ad 2 Orlando website
- Control of design of the Ad 2 Orlando website
- Testing updates to Ad 2 Orlando website for use across different user platforms
- Monitoring online traffic and conversions
- Must write at least two blog posts related to their field
- Must host one social event and two learning events

## Teams

- Leads Website Team
- Member of Membership Team
- Member of Events Team