



**Zeta Phi Beta Sorority, Incorporated
Centennial Commission**

SCOPE OF WORK

Centennial Commission Executive Assistant

Reports to: Dr. Jylla Moore Tearte, Centennial Commission Chair

GENERAL REQUIREMENTS

- Maintain a working knowledge of the Centennial Commission and National Sorority structure and while participating in all National Sorority Meetings (Executive Board Meetings and Boule') and Centennial Commission general meetings.
- Implement Centennial Commission policies and directives across all Centennial Commission Committees, Contractors, Communication outlets, Events and additional initiatives.
- Effectively manage and execute the Centennial Commission matrix structure
- Multitask efficiently and pay close attention to detail while managing multiple competing objectives.
- Lead others and communicate the importance of projects/initiatives on behalf of the Centennial Commission Chair to the matrix structure especially Directors and Initiative Leaders
- Serve as the Centennial Commission liaison, including initiating / participating in pertinent meetings and conferences while providing factual public information on behalf of the Centennial Commission.
- Incorporate knowledge of and efficient execution of technology including the following systems in daily activities: Microsoft Word, Excel, PowerPoint, Project, Publisher, Articulate, Google products, NeonCRM, Constant Contact, InstantTeleseminar, Dropbox, memberplanet and others that will evolve. Train others to assist as necessary
- Maintain and plan appropriate use of Centennial Commission's property and equipment consistent with safety standards and Federal/State/local licensing requirements.
- Prepare Transition Report and assist with facilitation of the change in leadership structure for Zeta Phi Beta Sorority, Incorporated in July 2018 carefully adhering to role and responsibilities of the Centennial Commission Team
- Optimize channels for effective communication including the website, hard copy, social media and The Centennial Academy to inform members and other stakeholders

- Abide by the Confidentiality Agreement and Minimize communication of any Centennial information casually or professionally with anyone who is not authorized to receive information.
- Abide by and enforce the rules set forth to avoid favoritism or exceptions; treat ALL fairly. In addition, do not use the position for personal advantage or to advantage a member of the organization or any entity associated with the Centennial

BUDGET/FINANCE

- Proactively support the Centennial Commission fundraising efforts through organizing and executing fundraising campaigns via email, social media, messenger/text, documents, newsletters, phone calls and face-to-face meetings in support of the Visionary, Sponsorship and Donation programs.
- Work closely with the Centennial Commission Budget and Finance Committees along with the Accounting Firm to assist in monitoring the budget of the Centennial
- Drive to achieve a profitable Centennial
- Adjust and control expenditures, take advantage of opportunities to optimize spending to achieve the Centennial Commission financial targets.
- Devise strategies that ensure the Centennial Commission budget stays in line with the allocated targeted spending.
- Establish a process to insure all financial reports are submitted on a timely basis for reconciliation working with the Finance Director. Include royalties, set-asides, memberplanet campaigns and the scholarship at Howard University.

COMMUNICATION and CONTENT MANAGEMENT:

- Maintain all agreements and Centennial related documents in the legal system.
- Develop and execute a robust communication strategy including various channels and approaches for both social media, documents, communications and presentations.
- Utilize Advanced Knowledge of Social Media tools
- Maintain a pulse on emerging Social Media Trends and Digital Marketing.
- Manage social media channels to distribute and amplify an the Centennial content to manage reputation, develop relationships, drive website traffic, and increase membership and non-membership engagement.
- Generate, edit, publish and share engaging content by establishing and implementing a multi-platform social media strategy.
- Create and Monitor social medial campaign benchmarks while reporting on performance analytics.
- Execute the collaboration and organization of sorority communication entities, sponsors and the Centennial Commission communication team to implement a cohesive strategy and social media campaigns.
- Research, recommend and manage social media influencers to assist with 2020 Social Media Campaigns.

- Create an effective non-social media strategy to reach all Sorors to include hard copy messaging documents such as PDF files, infographics, brochures and newsletters
- Prepare presentations for standing commitments of communicating the Centennial status (Daily/weekly to the CCC with a written document; Monthly to CSRs and the Grand Basileus; Every 6 months to the National Executive Board Meeting; Every 6 months to members via a Town Hall; Boule 2018 and 2020; Engagement Termination Report by February 15, 2021; Regional Conferences; coordination of Centennial Speeches and preservation
- Coordinate Centennial publications including the 2018 and 2019 Year In Review and all Centennial publications

MANAGEMENT / DEVELOPMENT OF

CENTENNIAL COMMISSION COMMITTEES /VOLUNTEERS/CONTRACTORS

- Execute and meet performance objectives by promoting the commission, support the Centennial Commission Committee development and recruit high quality individuals to serve as Commission members.
- Establish and update new Centennial Commission committees based on centennial commission needs and expansion.
- Identify expansion priorities and strategic planning.
- Recruit Centennial Commission members to ensure there is a diverse and inclusive representation of all members of the sorority and auxiliaries.
- Build and maintain effective working relationships with Centennial Commission Members, media, contractors, partners, sponsors, volunteers, vendors, Howard University, Smithsonian and community members.
- Develop Contractor Requisitions/ Job description for the Centennial Commission Professional positions.
- Assist the Centennial Commission Chair with vetting and hiring professional services and contractors, as needed.
- Collaborate with the Centennial Commission Chair to develop a timeline for hiring approved and predetermined Centennial Commission staff.
- Supervise Contractors and employees assigned to Centennial Commission initiatives and projects.
- Coach and Guide staff and volunteers in the execution of an event / project and achievement of expected outcomes.
- Provide information, educational opportunities and experiential growth opportunities to develop Commission members.
- Maintain lists of Committee members and teams for communication and engagement

PROJECT MANAGEMENT

- Display organizational and coordination skills with ability to sequence activities logically.
- Continuously review project statuses with all pertinent personnel assigned to the project team, while keeping Centennial Commission Chair informed of developments that may affect the scope, schedule, budget, quality, financial performance, and sponsorship relations.

- Develop ongoing a written project plans, establishing project definitions, scope of work, cost and schedule parameters.
- Develop, monitor and adhere to time schedules and Key Project Status Points to meet project deadlines.
- Oversee special events, activities and other programming for the Centennial Commission.
- Analyze and interpret data, make comparable analyses, recommend options and courses or action to develop or track the Centennial Commission Project Plan.
- Identify short or long-range threats/ risk that must be addressed and mitigated to achieve plan objectives.
- Directly Manage and Own Sub Projects or smaller project components within larger initiatives, while managing overall projects in addition to keeping project plans up to date.
- Utilize the following project management tools: Gantt charts, RACI charts, SWOT Analysis
- Expertise in ensuring projects comply with the scope, schedule, budget and quality requirements.
- Prepare Project Procedures Manual, Criteria Document, and/or Procedure Manuals if appropriate, and other project controls to encompass all phases of the commission implementation.
- Document meetings, agreements and conversations which may affect contract commitments.

PUBLIC SPEAKING/ PRESENTATION SKILLS

- Develop and present clear and concise presentations to educate and promote Centennial Commission engagement to members and/or Sponsors.
- Execute computer/web-based multimedia presentation tools: Instant Teleseminar, Go To Meeting, WebEx, Zoom and Blue Jeans
- Must have an Advance Skill set in the areas of Learning Management Systems, Microsoft PowerPoint, Articulate, Camtasia and Audacity to create and publish training and presentation material
- Train Staff and Volunteers in the areas of Soft Skill, Software Application and new Policies and Procedures.