

Director of Communications

Purpose

Serve as the primary point of contact for all communication with families, volunteers, schools, media, and community members while maintaining organizational records.

Reports To:

Vice President

Primary Responsibilities:

Communication

- Manage the organization's email
- Respond to inquiries
- Direct messages to the appropriate department
- Maintain professional communication standards

Public Relations

- Coordinate media interviews
- Prepare announcements
- Send newsletters
- Communicate updates to chapters

Impact Tracking

- Collect monthly reports
- Track:
 - Children served
 - Volunteers
 - Volunteer hours
 - Supplies donated
 - Chapters
 - Events hosted
 - Donations received

Records

- Maintain organizational documents
- Archive important communications
- Keep contact databases updated

Expectations

- Check email daily
- Respond within 48 hours
- Keep accurate records

Director of Marketing

Purpose

Increase awareness of A Paint–full of Promise through social media, storytelling, branding, and digital marketing.

Reports To:

Vice President

Primary Responsibilities:

Social Media

- Manage Instagram
- Manage TikTok
- Manage LinkedIn
- Manage Facebook (if applicable)

Content Creation

- Develop monthly content calendars
- Design graphics
- Create videos and reels
- Highlight chapter accomplishments

Brand Management

- Maintain branding consistency
- Update marketing materials
- Create promotional campaigns

Analytics

- Track engagement
- Report follower growth
- Measure campaign performance

Community Engagement

- Respond to comments
- Engage with community partners
- Share supporter content

Expectations

- Post consistently
- Protect brand identity
- Coordinate with Communications and Partnerships

Director of Finance

Purpose

Ensure the organization uses its financial resources responsibly and transparently.

Reports To:

Vice President

Primary Responsibilities:

Financial Management

- Track donations
- Record expenses
- Maintain financial spreadsheets
- Monitor chapter budgets

Budgeting

- Create annual budgets
- Review event budgets
- Forecast expenses

Fundraising Records

- Track fundraising revenue
- Prepare financial summaries
- Monitor restricted funds

Compliance

- Maintain organized financial records
- Prepare reports for leadership
- Assist with nonprofit documentation

Expectations

- Accuracy
- Confidentiality
- Monthly financial reports

Director of Chapter Development

Purpose

Support every chapter in successfully carrying out the APOP mission while maintaining organizational standards.

Reports To:

Vice President

Primary Responsibilities

Chapter Support

- Be the primary contact for Chapter Presidents
- Answer questions
- Assist with challenges

Growth

- Recruit new chapters
- Train Chapter Presidents
- Guide chapter onboarding

Quality Control

- Review monthly chapter reports
- Ensure chapters follow branding
- Ensure chapters follow safety policies

Leadership Development

- Organize leadership workshops
- Share best practices
- Celebrate successful chapters

Performance

- Track chapter activity
- Identify struggling chapters
- Recommend recognition awards

Expectations

- Maintain regular contact with chapters
- Respond to chapter questions quickly
- Foster a supportive environment

Director of Partnerships

Purpose

Develop relationships that provide funding, supplies, sponsorships, and opportunities for A Paint–full of Promise.

Reports To:

Vice President

Primary Responsibilities

Sponsor Outreach

- Research businesses
- Contact potential sponsors
- Maintain sponsor relationships

Partnership Development

- Build relationships with libraries
- Connect with schools
- Partner with community organizations

Grants

- Research grant opportunities
- Coordinate grant applications
- Maintain grant calendars

In-Kind Donations

- Request art supplies
- Request food donations
- Request printing support
- Coordinate donation pickups

Relationship Management

- Send thank-you letters
- Maintain partner database
- Keep sponsors updated on impact

Expectations

- Professional communication
- Consistent outreach
- Strong relationship management