TEDxMacaulay Executive Board Application

We are looking for outgoing, creative, and dedicated Macaulay students enthusiastic about creating a large-scale idea-sharing event in collaboration with the TED Organization. This conference, which will be held in October of 2014, will bring together extraordinary people for lectures addressing the question of what makes for an outstanding journey. As we are actively in collaboration with TED, it is strongly preferred that applicants to executive positions be familiar with the mission and ideal product of TED and the Sapling Foundation.

We do understand that all schedules are different, and we will do our best to accommodate your particular needs, however please understand that a substantial time commitment is necessary.

If you have any questions, comments, or concerns, please email us at Tedxmacaulay@gmail.com.

Positions Currently Available:

1. Director of Speakers and Programming
   Duties include curating, cultivating, and determining speakers, programming, and presenters. This person is the “Artistic Director” of the conference. They will build relationships with speakers, determine who should be brought onboard, and have a general long-term concept of the overarching theme of the conference. This person must be exceptionally professional, and able to communicate directly with experienced professionals working in their fields. Excellent communication skills, courteous demeanor, and a desire to represent Macaulay to those we invite to speak are essential.

2. Director of Marketing and Advertising
   Duties include leading campaign for publicity and advertising for our conference. Will include the oversight of the development of all promotional materials, and will be responsible for all materials being put in Macaulay Monday, Macaulay Now, and the Macaulay Messenger. Will work with the Director of Communications to manage all outside messages and communication. Ideal candidate will be a Business/Marketing/Advertising student, but all applicants are welcome.

3. Director of Online & New Media/Interactive Design
   Duties include maintaining and coordinating all interaction with digital platforms and formats. Responsible for coordinating the filming, recording, storage, and dissemination of video content, organizing digital resources, and managing our website. Ideal candidate will possess excellent computer or digital skills, some experience with coding and editing, including HTML, C++, Java, PHP, Visual Basic, Photoshop, Final Cut, and/or similar programs. Must be willing to spearhead a team that coordinates and implements the very important “T” (Technology) in TED.

4. Director of Community Outreach and Audience Development
   This person will be responsible for the organization of our Student Speaker Competition. He or she will also cultivate audience members, coordinate the application process for audience members, and help determine which community leaders, officials, and others will make up our distinguished support system. This candidate will possess excellent organizational skills, excellent communication skills, and be willing to openly and confidently communicate with influential and important members of our community. This candidate will also determine which outside organizations should be partners with TEDxMacaulay from a financial and resource standpoint.
5. Director of Communications and Media Relations
   Duties include managing and writing all press releases, and regularly communicating with the media. This person will also be TEDxMacaulay’s “Press Secretary.” Must feel comfortable speaking and communicating openly and publicly, and must have experience with the media and/or press. Ideal candidate will have strong communication skills, and be able to write and speak fluently and clearly. This person will also be responsible for ensuring our event is well represented in the media, and news coverage is plentiful and positive. Will work closely with Marketing and Advertising director. While not required, Journalism, Communications, or similar majors are preferred.

6. Finance Director/Treasurer
   Duties include keeping track of all event finances, working with Macaulay and CUNY budget staff to clear funds for event needs, developing an annual budget, keeping track of all expenses, receipts, and reimbursements, and determining when spending is appropriate or not. Ideal candidate will be studying business administration/finance/accounting, and must be dedicated to ensuring smooth and consistent financial management.

7. Secretary and Administrative Liaison
   Duties include managing and observing legal, administrative, judicial, and “red tape” restrictions and requirements. Must be detail-oriented, and be willing to communicate directly with administration both at CUNY, Macaulay, and on individual campuses. Responsible for administering all contracts with speakers, working with all other department directors to ensure open communication, taking notes and recording all meeting communications, and storing and organizing all documents generated over the course of the event planning process. Ideal candidate will be exceptionally organized, detail oriented, and punctual.

Please list below which board positions you are interested in (max. 3)

1. 
2. 
3. 

Please complete the following information:

Name: 
Phone: 
Campus: 
Year: 
Email address: 

Submission instructions:

All application materials must be submitted to tedxmacaulay@gmail.com No later than January 15th, 2014. Any application materials that arrive beyond the deadline will not be considered. Every application will receive a confirmation email within 7 days of receipt.

The following questions may be completed in a separate document and attached to your email submission (.doc, .docx, or .pdf only), or may be answered directly in the body of the email.
Answer one of the following short answer questions in 500 words or less:
Please give identifying details for reference in all answers (i.e. title, lecturer, date).

1. Describe a TED talk you found particularly engaging. What about it made it successful?

2. Describe a TED lecturer you found particularly inspiring. What about this person struck you? Did you find a personal connection with this lecturer or his/her talk?

3. Describe a work or project presented in a TED talk that you found particularly impressive. What about this work or project impressed you?

4. Discuss a TED talk you didn’t like. What about it didn’t appeal to you? What improvements could be made to make that talk more engaging? Please be specific.

Answer all of the following in 4 sentences or less:

5. What unique skills or insights do you think you could bring to the position you are applying for?

6. In a team setting, which kind of position do you feel most comfortable or confident filling? (E.g. leader, supporter, idea generator, initiator, etc.) Or, in what capacities do you best advance a team effort?

7. Tell us about an instance in which you stepped out of your preferred position, left your comfort zone, or adopted a new leadership type. What did you learn?

Please answer one of the following short answer questions in 250 words or less:

8. The TED organization is committed to “ideas worth spreading.” If you were chosen to be a TED lecturer, what ideas would you spread? Briefly outline your ideal lecture.

9. Our TEDxMacaulay theme is tentatively titled, “From A to B: Creative Ways of Getting There.” We will invite speakers to share their journey, be it from poverty to riches, sea level to Everest, or simply from the couch to the fridge. Share a story of a journey you took part in recently, and what that journey meant to you.

Administrivia:

10. Describe your extracurricular and/or work commitments moving forward. What time or scheduling constraints would you have?

11. Do you foresee any study abroad, study away, or extended time periods that you will be absent in the coming year? Answering “yes” will not disqualify or directly jeopardize your application decision.