

Roles and Responsibilities

Community & University Outreach

Roles

- Build relationships between the NDIA Michigan Board and the greater defense community
- Serve as liaison to other community young professional groups (ie. AUSA Young Professionals, etc.)
- Promote organizational visibility and engagement

Responsibilities

- Identify and develop community partnerships and collaboration opportunities
- Develop outreach campaigns and awareness programs
- Maintain communication with community stakeholders
- Gather feedback to identify community needs and opportunities
- Track outreach activities and community impact metrics

Event Planning & Coordination

Roles

- Plan and manage Young Professional Connect (YPC) events.
- Ensure successful event logistics and participant experience
- Coordinate collaboration among suppliers, volunteers, and stakeholders

Responsibilities

- Organize (3) professional development and (3) social networking events over 12 months.
 - Develop event timelines, budgets, and operational plans
 - Coordinate venues, catering, speakers, registrations, and event materials
 - Management coordination with Marketing & Communications leads to support event communications and promotional efforts
 - Oversee onsite event operations and troubleshoot issues
 - Recruit and coordinate volunteers in conjunction with Volunteer lead
 - Conduct post-event evaluations and reporting
 - Ensure events align with organizational goals and objectives
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Marketing and Communications

Roles

- Develop and manage marketing and communication strategies
- Serve as brand ambassador and communications lead
- Coordinate internal and external messaging
- Support promotion of programs, events, and initiatives

Responsibilities

- Create, in partnership with Pop Speed Digital, content for social media, email campaigns, websites, and promotional materials
 - Develop communication calendars and marketing plans
 - With support of Pop Speed Digital, coordinate media relations and public announcements
 - Monitor marketing analytics and audience engagement metrics
 - Collaborate with NDIA Board and committees on promotional efforts
 - Manage (with support from Pop Speed Digital) photography, video, and storytelling initiatives
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Membership Development & Growth

Roles

- Lead membership recruitment relative to young professional community, retention, and engagement efforts
- Enhance member experience and organizational value focused on young professionals
- Support growth of membership programs and participation

Responsibilities

- Develop and implement membership recruitment strategies
 - Capture YPC contacts; provide to web provider to secure in NDIA Michigan database
 - Build relationships with prospective YPC and University student participants
 - Analyze YPC and University student trends, participation, and retention data
 - Coordinate recognition and appreciation initiatives
 - Respond to member inquiries and provide ongoing support
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Sponsorship Development

Roles

- Secure financial and in-kind support through sponsorships and partnerships
- Build and maintain sponsorships
- Support organizational sustainability and event funding

Responsibilities

- Identify and research prospective sponsors and partners if appropriate
- Develop sponsorship packages
- Conduct sponsor outreach
- Coordinate sponsorship agreements and benefit fulfillment
- Track sponsorship revenue, commitments, and outcomes
- Collaborate with marketing and event teams on sponsor recognition
- Maintain regular communication and stewardship with sponsors

Volunteer Coordination

Roles

- Recruit, organize, and support volunteers for organizational programs, events, and initiatives
- Serve as the primary liaison between volunteers and organizational leadership
- Foster a positive and engaging volunteer experience
- Ensure volunteer efforts align with organizational goals and community impact

Responsibilities

- Develop and implement volunteer recruitment strategies
 - Schedule and assign volunteers for events and programs
 - Maintain volunteer records, availability, and participation tracking
 - Communicate volunteer expectations, responsibilities, and event details
 - Provide ongoing support, supervision, and recognition for volunteers
 - Resolve scheduling conflicts and onsite volunteer issues as needed
 - Coordinate volunteer appreciation and recognition initiatives
 - Promote volunteer opportunities through outreach and marketing efforts
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Strategic Planning

Roles

- Guide the development and implementation of organizational goals and long-term priorities
- Support NextGen and primary NDIA board in aligning programs, initiatives, and resources with the organization's mission and vision
- Facilitate collaboration and decision-making across teams, committees, and stakeholders
- Monitor progress toward strategic objectives and organizational growth

Responsibilities

- Assist in the development of strategic plans, goals, and action items

- Facilitate strategic planning meetings and stakeholder discussions
- Collaborate with fellow NextGen and NDIA board leadership and committees to establish priorities and measurable outcomes
- Develop implementation timelines and accountability measures
- Monitor progress toward strategic initiatives and prepare status reports
- Identify opportunities for organizational improvement, innovation, and growth
- Support budget planning and resource alignment with strategic goals
- Gather feedback from stakeholders and partners to inform planning efforts
- Ensure organizational initiatives remain mission-focused and outcome-driven