

Groundworks Roles
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Contents:

1. [Executive Director](#)
2. [Education Director](#)
3. [Program Director](#)
4. [Marketing Director](#)
5. [Volunteer Coordinator](#)
6. [Venue Manager \(also: Head Sound\)](#)
7. [Social Media Manager](#)
8. [Office Manager](#)
9. [Community Outreach Coordinator](#)
10. [Gallery Coordinator](#)
11. [Booking Chair](#)
12. [Website Manager](#)

1. Executive Director

Why is this role needed?

Within the current leadership structure of Groundworks, an Executive Director role is needed to make major decisions regarding the sustainability, viability, and vision of the organization. They are needed to oversee other roles to ensure their success and have a grasp on the “big picture” concepts regarding the organization. They also serve as the face of the organization and can answer any question that arises about operations while maintaining a good and sound sense of finance, day-to-day activities and longevity/the future of the organization.

What are the main 3 functions of this role?

- A) Oversee day-to-day operations of programming, facility needs, human resource management, marketing, finance, and any other operations-related activity.
- B) Be able to soundly make any decision regarding the operations of the organization and answer all questions to the public, the media, and the board of directors.
- C) Manage staff and volunteers including delegation of tasks, connecting concepts/ideas and overlapping work, and communicating vision through meetings, emails, or other correspondence.

What is the time commitment of this role?

An Executive Director at Groundworks needs to be able to commit to 1-2 years minimum at this position to ensure that they have time to understand the scope of the work in order to complete the job. Best practice is to perform this role as a full-time position of 40 hours per week.

Who does this role work with / report to?

The Executive Director reports to the board of directors. They most closely work with the other directors, but would oversee all positions.

Is there currently someone in this position?

Yes - Logan Greene since 2019

2. Education Director

Why is this role needed?

Groundworks' mission of promoting the youth-driven music and arts community includes building skills that youth may need to navigate the broader arts community whether they are a performer, artist, interested in a career in the arts or want to better experience the arts in Tucson. An Education Director is needed to create educational programming in Groundworks including classes, workshops, lessons, job-training, and more to serve that mission. They are also needed to fill gaps in programming, unused time in the Groundworks facility, and financial gaps to help generate revenue for the space.

What are the main 3 functions of this role?

- A) Develop and execute the vision for arts education at Groundworks
- B) Take on administrative tasks in relation to educational initiatives (scheduling, teacher/volunteer management, etc)
- C) Develop strategies (including marketing, etc) to ensure the success of educational programming

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to plan and execute educational initiatives. Best practice is to perform this role as at least a part-time position of 10-20 hours per week.

Who does this role work with / report to?

The Education Director works closely with the Program Director, and Marketing Director to reach their goals. They report to the Executive Director.

Is there currently someone in this position?

No - This role has never been filled

3. Program Director

Why is this role needed?

Groundworks has a prerogative to create programming to benefit Tucson's creative youth ages 14-24. The Program Director is needed to develop unique and meaningful programming that serves this mission. This includes, but is not limited to, concerts, gallery events, markets, educational initiatives, community events (inside or outside of Groundworks), and more. They are also needed to oversee and manage various programs to ensure their success.

What are the main 3 functions of this role?

- A) Develop and execute meaningful programmatic initiatives at Groundworks
- B) Take on administrative tasks in relation to programmatic initiatives (scheduling, volunteer management, etc)
- C) Develop strategies (including marketing, etc) to ensure the success of programs

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to plan and execute programmatic initiatives. Best practice is to perform this role as at least a part-time position of 10-20 hours per week.

Who does this role work with / report to?

The Program Director works closely with the Education Director, and Marketing Director to reach their goals. They also work with other staff and/or volunteers (like the Venue Manager) on a program-specific basis. They oversee the Booking Chair, Gallery Coordinator, and Venue Manager. They report to the Executive Director.

Is there currently someone in this position?

Yes - Logan Greene has served as the defacto Program Director since 2019

4. Marketing Director

Why is this role needed?

Groundworks has a number of programs and activities that are public-facing and often are seeking an audience for participation. A Marketing Director is needed to inform the public about events, opportunities, and ongoing activities at Groundworks to ensure that the community is

able to receive the services that are offered. They are also needed to ensure that the public-facing side of Groundworks is consistent, appropriate, and well-communicated to our community and beyond.

What are the main 3 functions of this role?

- A) Advertise/promote Groundworks activities to our immediate community as well as to the broader Tucson community
- B) Increase engagement and participation in our activities with an emphasis on youth engagement
- C) Oversee all marketing-related aspects of Groundworks including the social media, website, newsletter, branding, physical promotional material, and beyond.

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to plan and execute marketing strategies. Best practice is to perform this role as at least a part-time position of 10-20 hours per week.

Who does this role work with / report to?

The Marketing Director would work closely with the Education Director, the Program Director, and the Community Outreach Coordinator. They oversee the Social Media Manager, and the Website Manager. They report to the Executive Director.

Is there currently someone in this position?

No - This role has never been filled

5. Volunteer Coordinator

Why is this role needed?

Groundworks maintains dozens of volunteers at a time to perform duties both of a programmatic nature as well as to manage daily operations of a non-profit. A Volunteer Coordinator is needed to manage volunteers, schedule volunteers, set up meetings, onboard new volunteers, and handle any other volunteer-facing aspects of the organization. They are also needed to communicate the mission and vision of Groundworks to support the organization and maintain positive relationships between the organization and its volunteers.

What are the main 3 functions of this role?

- A) Maintain a regular volunteer base for program activities as well as upkeep of the organization (both in administration and the physical space)

- B) Manage administrative duties related to volunteer coordination such as scheduling staffing times, setting meeting dates, sending reminders, and more.
- C) Communicate the needs and vision of Groundworks with volunteers and connect them with others involved in the organization

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to manage volunteer-related activities like meetings, orientations, etc. Best practice is to perform this role as at least a part-time position of 5-15 hours per week.

Who does this role work with / report to?

The Volunteer Coordinator works closely with the Education Director and the Program Director. They also work with other roles that require volunteer assistance as needed. They report to the Executive Director.

Is there currently someone in this position?

Yes - Rue Gable began as the first volunteer coordinator in September of 2023

6. Venue Manager (also: Head Sound)

Why is this role needed?

The biggest program that Groundworks offers is the Youth Concert Series that facilitates weekly live music events at Groundworks. As a venue Groundworks needs a Venue Manager to train volunteers on venue operations, manage scheduling of the use of the venue, and maintain upkeep on venue-related items and aspects. Additionally, a Head Sound is needed to train sound volunteers, maintain the sound equipment, and manage any sound-related systems of the venue. This role could be one all-encompassing role or two distinct roles depending on the availability and technical skills of the person(s) filling the position.

What are the main 3 functions of this role?

VENUE:

- A) Manage operations of live music events like box office systems, reporting, pre/post event communication and more
- B) Train volunteers and develop their skills on venue and event operations
- C) Communicate expectations to volunteers, staff, bands, artists, vendors, audience, and others in relation to the venue and events at Groundworks

SOUND:

- A) Manage systems and equipment related to sound at Groundworks

- B) Train volunteers and develop their skills on sound operations
- C) Develop and execute a vision of the goals of the sound at Groundworks (including educational aspects, soundscape/sound quality, and budget for new gear or repairs)

What is the time commitment of this role?

VENUE:

This role requires a minimum of a 6 month commitment to manage venue-related activities like training, developing systems and more. Best practice is to perform this role as at least a part-time position of 5-10 hours per week.

SOUND:

This role requires a minimum of a 6 month commitment to manage sound-related activities like training, developing systems and more. Best practice is to perform this role as at least a part-time position of 5-10 hours per week.

Who does this role work with / report to?

Both roles work closely with the Volunteer coordinator and the Office Manager. They report to the Program Director.

Is there currently someone in this position?

Yes - Logan Greene has served as the defacto Venue Manager/Head Sound since 2020

7. Social Media Manager

Why is this role needed?

One of the primary ways of promotion, community engagement and general awareness of Groundworks is through our social media accounts. A Social Media Manager is needed to maintain positive engagement for Groundworks online as well as to serve as a promotional arm of the organization's marketing strategies. They also field questions that come through social media and know how to answer or pass on inquiries to the correct member of the Groundworks team.

What are the main 3 functions of this role?

- A) Regularly and frequently puts forth public-facing communication and promotion of activities through social media channels such as Instagram, Facebook, Twitter, TikTok and others
- B) Maintain a thorough understanding of Groundworks operations to allow for proper response or message forwarding when inquiries come through social media channels.

- C) Tracks the success of social media efforts and adjusts future efforts to maximize their effectiveness

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to develop and execute strategies related to social media marketing. Best practice is to perform this role as at least a part-time position of 3-5 hours per week.

Who does this role work with / report to?

The Social Media Manager works closely with the Education Director, Program Director, Community Outreach Coordinator, Gallery Coordinator, Booking Chair, and the Website Manager. They report to the Marketing Director.

Is there currently someone in this position?

Yes - Mireya Quiroz has filled this position since January 2022, but is currently seeking a replacement.

8. Office Manager

Why is this role needed?

Groundworks has many systems related to the organization, layout, and functionality of the physical space as well as the systems related to the operations of its programs. An Office Manager is needed to maintain and improve upon these systems on a weekly basis in order to keep the space operational. This includes taking inventory, placing and picking up orders, updating or creating organizational systems, and more.

What are the main 3 functions of this role?

- A) Develop and maintain organizational systems related to the physical space that Groundworks occupies (inventory, access to items, storage, space aesthetics, etc)
- B) Develop and maintain organizational systems related to programmatic operations (checklists/procedures, reports/reporting, engagement tracking, etc)
- C) Utilize data and first-hand knowledge of operations to suggest, develop, and implement new systems, ideas, and creative solutions for future Groundworks activities

What is the time commitment of this role?

This role requires a minimum of a 3 month commitment to manage operational activities such as inventory, maintenance of systems, and development of new ideas. Best practice is to perform this role as at least a part-time position of 5-10 hours per week.

Who does this role work with / report to?

The Office Manager works closely with the Program Director, the Education Director, the Gallery Coordinator, and the Venue Manager. They report to the Executive Director.

Is there currently someone in this position?

Yes - Logan Greene has served as the defacto Office Manager since 2019

9. Community Outreach Coordinator

Why is this role needed?

Groundworks makes an active effort to extend its services to the broader Tucson community. To that end, a Community Outreach Coordinator is needed to bring new communities into Groundworks, to broaden Groundworks' reach, and to ensure that participants are as diverse as the community served. They also build new relationships and strengthen existing relationships with schools, organizations, businesses, foundations, and donors.

What are the main 3 functions of this role?

- A) Develop and execute initiatives that extend Groundworks' services to new and diverse communities in Tucson
- B) Builds and sustains partnerships with other community establishments to promote engagement with Groundworks as well as awareness of our services
- C) Track the participation of the population served and take measures to ensure that the community engaged with Groundworks is representative of the larger community in Tucson

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to implement community-minded initiatives at Groundworks. Best practice is to perform this role as at least a part-time position of 5-10 hours per week.

Who does this role work with / report to?

The Community Outreach Coordinator works closely with the Program Director, the Education Director, and the Marketing Director. They report to the Executive Director.

Is there currently someone in this position?

No - This role has never been filled

10. Gallery Coordinator

Why is this role needed?

Groundworks takes pride in new and exciting art exhibitions that rotate on a monthly basis and highlight primarily youth artists. In order to keep our gallery consistent and novel, a Gallery Coordinator is needed to schedule shows, communicate with artists, manage artwork, install/deinstall shows, and curate works. They also develop exhibitions and gallery shows that highlight a wide range of art, artists, and concepts.

What are the main 3 functions of this role?

- A) Manage gallery logistics such as scheduling, installation,
- B) Develop and execute creative and unique gallery exhibitions that highlight art and artists that are otherwise underrepresented in the greater art scene.
- C) Develop strategies (marketing, etc) to ensure the success of the exhibitions

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to develop and execute strategies related to social media marketing. Best practice is to perform this role as at least a part-time position of 3-5 hours per week.

Who does this role work with / report to?

The Gallery Coordinator works closely with the Marketing Director, the Social Media Manager, and the Website Coordinator. They report to the Program Director.

Is there currently someone in this position?

Yes - Emiland Kray has served as the Gallery Coordinator since November 2022

[See [Gallery Coordinator Role Description](#) as described by Emiland]

11. Booking Chair

Why is this role needed?

Live concerts have become the centerpiece of Groundworks programming since the physical location opened in November of 2021. With thousands of patrons in 2023 and an intention of hosting events every Friday and Saturday, a Booking Chair is needed to lead a team that can fill the available nights with local bands, performers, DJs, artists and more. They communicate with bands, decide on the necessary arrangements for an event, and develop concert programming that includes musicians from all backgrounds.

What are the main 3 functions of this role?

- A) Ensure events are booked with musicians from diverse personal backgrounds in addition to diverse musical backgrounds, with an emphasis on highlighting local performers
- B) Communicate all arrangements and expectations with artists before, during, and after an event
- C) Develop and execute creative and unique shows that are designed by and for youth performers and audiences

What is the time commitment of this role?

This role requires a minimum of a 6 month commitment to develop, book and execute concerts at Groundworks. Best practice is to perform this role as at least a part-time position of 5-15 hours per week.

Who does this role work with / report to?

The Booking Chair works closely with the Marketing Director, the Social Media Manager, the Website Coordinator, and the Venue Manager. They report to the Program Director.

Is there currently someone in this position?

Yes - Faye Zhang has served as the Booking Chair since August 2023

12. Website Manager

Why is this role needed?

Groundworks' website is the most accessible public-facing of Groundworks and is often the first place that someone goes in order to learn more or get involved with the organization. A Website Manager is needed to maintain this website and ensure that the message that Groundworks gives to the public is consistent with the organization's mission, values, and operations. The ticket links, donation page, general information, and all other info must be kept up-to-date on a regular basis to not only be accurate to the organization's activities, but to build public trust between Groundworks and the community served.

What are the main 3 functions of this role?

- A) Maintain and update the website so that it can be functionally used by the public
- B) Develop and execute new ideas, pages, content, and design for the website

- C) Develop and execute strategies (SEO tracking, etc) to ensure the success and optimal utilization of the website

What is the time commitment of this role?

This role requires a minimum of a 3 month commitment to manage website changes, provide regular edits/updates, and create new website functionalities. Best practice is to perform this role as at least a part-time position of 2-4 hours per week.

Who does this role work with / report to?

The Website Manager works closely with the Program Director, Education Director, Social Media Manager, Booking Chair and Gallery Coordinator. They report to the Marketing Director.

Is there currently someone in this position?

Yes - Meggie Keung has served as the Website Manager since August 2022