

TAI CHI YOUTH



TCY MARKETING DIRECTOR JOB DESCRIPTION & APPLICATION

1. Tai Chi Youth Board of Directors is composed of a maximum of 18 Officers, each specifically outlined by TCY Founder, Richard Del Connor “Buddha Zhen,” in 1996 and 2015. Board Members express a personal commitment to the Tai Chi Youth mission and serve as Tai Chi Youth Ambassadors to the community and the world to enhance the public image of Tai Chi Youth as an organization that provides curriculums and programs to schools, organizations and individuals to improve the lives of TCY students with the Tai Chi and Kung Fu curriculums designed by Richard Del Connor “Buddha Zhen” in 1996. Physical health and mental health have been proven in over 50 years of programs to be improved significantly by the learning and practicing of these exercises, stretches and traditional martial arts derived from the Shaolin Chi Mantis curriculums created by Richard Del Connor in 1994. These are the only programs taught and the only programs that will ever be taught in any Tai Chi Youth program, location or product.

2. Accordingly, all Tai Chi Youth officers are committed to the education, training, nurturing and supporting of creating new Tai Chi Youth instructors of TCY Red Sash belt rank levels who are employed full-time by Tai Chi Youth.

3. TCY Board Officers are legally responsible for Tai Chi Youth non-profit business and knowingly establish all general policies and programs in accordance with the Tai Chi Youth “Mission Statements written by Richard Del Connor, and in accordance with all relevant laws, codes and regulations.

4. TCY Board Members oversee the implementation of policies and programs and evaluate their effectiveness. The TCY Board establishes and reviews general personnel policies, selects the TCY Executive Director and formulates and approves both long and short-range plans for Tai Chi Youth, Inc.

5. TCY Board Members are responsible for the fiscal soundness of Tai Chi youth. They plan the budget, approve it before the fiscal year begins and review the budget quarterly, or more often if required.

6. TCY Board Members shall give an annual, meaningful financial contribution (the amount of which they personally determine) and take an active role in at least one project to raise funds to meet the TCY budget.

7. TCY Board Members attend and support all TCY fundraising events and tournaments as much as possible. Some events and committees will include roles and positions designated to the TCY Board Officer.

8. TCY Board Members attend at least $\frac{3}{4}$ of all regular meetings each year and Chair or serve on at least one committee.

9. TCY Board Members know and publicly adhere to the policies and Bylaws of Tai Chi Youth.

10. The TCY Marketing Director is responsible for acquiring contracts for TCY programs and sales of TCY products. These promotions and advertising campaigns are coordinated with the TCY Program Director

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and TCY Fundraising Agent. The TCY Publisher should also be kept informed so that all social media and websites will harmonize with Tai Chi Youth promotions, events, and product releases.

11. The TCY Marketing Director will expect all communications, instructions, and tasks of the TCY Executive Director, or the TCY Board of Directors to be made through the TCY Executive Director, who is responsible for instructing, guiding, directing and supervising the TCY Marketing Director.

12. The TCY Marketing Director will also expect communications of the TCY Executive Director, TCY Board of Directors and TCY Patriarch to be made through the TCY Committee & Staff Director who is responsible for maintaining all task lists of the TCY Board of Directors, TCY Executive Director, and TCY Patriarch.

13. The TCY Marketing Director works with the TCY Fundraising Agent to acquire new donors and satisfy the interests and long-term relationships of TCY donors, corporations and foundations that support Tai Chi Youth in any way. Although the TCY Fundraising Agent is responsible for securing and obtaining funding and grants, the TCY Marketing Director should be up-to-date regarding all donors since the TCY Fundraising Agents may only be temporarily employed, or contracted for short-term fundraising goals. All donors and foundations should be familiar with the TCY Marketing Director initially and for obtaining statistics on TCY or TCY Programs that will be obtained from the TCY Program Director, but supplied by the TCY Marketing Director. The TCY Program Director will mostly provide information directly to schools, institutions or foundations directly involved with providing TCY programs.

14. The TCY Marketing Director and TCY Program Director can mutually decide who they will communicate with directly based upon the best interests of TCY and the concerned contractors/donors. The TCY Fundraising Agent may also be assigned as the main TCY liaison for contracts and donors familiar to the the TCY Fundraising Agent if deemed beneficial. Any disagreements or conflicts between these TCY Board Members will be resolved by the TCY Board of Directors.

15. The TCY Marketing Director is a salaried position requiring \ the attendance of all regular, stated, and special meetings of the TCY Board of Directors. A \$100 per meeting travel expense is provided to the TCY Marketing Director.

16. The TCY Marketing Director is elected by a 2/3 vote after being approved with other nominations at a prior TCY Board meeting.

17. The TCY Marketing Director may be contracted to perform specific functions, duties, or tasks assigned by the TCY Board of Directors. Any vote regarding the payment of services to the TCY Marketing Director will require the TCY Marketing Director to initiate the discussion in the presence of the TCY Board, then leave the meeting entirely for the completion of discussion and conducting of the vote.

18. The TCY Marketing Director is responsible for maintaining the TCY Donor Directory which is utilized and updated by the TCY Fundraising Agent. The TCY Donor Directory and other contact data and databases are confidential but updated also the the TCY Program Director and the TCY Fundraising Agent. This information is confidential and not allowed for public viewing. Any contacts or donors may not be utilized outside of Tai Chi Youth for any other purposes or provided to any other persons unless preauthorized by the TCY Board of Directors. Any Tai Chi Youth data or information is available to the TCY Patriarch, Disciple of the TCY Patriarch and the TCY Executive Director at any time.

19. The TCY Marketing Director is encouraged to attend as many tournaments, martial arts events, and award ceremonies as possible to enlarge the image and reputation of Tai Chi Youth. All travel expenses are to

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be reimbursed with a \$100 per diem when attending any TCY related activity more than 25 miles from the TCY Marketing Director residence.

20. The TCY Marketing Director will serve as the “TCY Marketing Director” for the TCY Membership Committee.

21. Every Tai Chi Youth Board of Directors Officer must promote and speak enthusiastically about Tai Chi Youth to whomever they can. Familiarity with the TCY Mission Statements and TCY Goals will enable the TCY Officer to speak of topics relevant to the person they are engaging. Mostly, by being an active member and active student of Tai Chi Youth, they can offer direct and current information about how Tai Chi Youth has improved their life. This personal connection to Tai Chi Youth will be the most significant and convincing in winning friends, gaining donors, and creating public support.

22. Any Tai Chi Youth Board Officer may terminate his term of office with a 30-day written notice delivered in person to the TCY Board of Directors. Unless unreasonable, the resigning TCY Officer may be asked to remain in service until a replacement is found, nominated, and elected by the TCY Board if training is vital to the new TCY Officer replacement. Special meetings requiring at least 7-days notice, can be scheduled to accomplish this TCY Officer replacement. This TCY Replacement Officer will be considered “temporary” until the next TCY Annual Membership Meeting when TCY Officers are installed each year. Temporary TCY Officers will have no voting power until they are officially installed at the TCY Annual Membership Meeting.

23. Any Tai Chi Youth Board Officer, except the TCY Patriarch, may be terminated by a $\frac{3}{4}$ Board vote at a regularly stated meeting in which at least 30-days notice is given the TCY Officer. At this meeting the TCY Officer to be fired may state their case if they wish to remain on the TCY Board of Trustees. The TCY Officer will then leave the room entirely while the discussion and vote on termination is taken. The TCY Officer will rejoin the Board for the verdict and explanation of instructions and legal procedures to be followed. If cause of termination is the lack of two Tai Chi Youth Belt Rank Advancements in a previous or current year, the TCY Officer may be granted a 6-month probation period if at least one Tai Chi Youth Belt Rank advancement was made in the previous or current year.

24. Attendance of TCY Board of Directors meetings is required of all TCY Board Officers. With a unanimous vote, a TCY Board Officer can attend meetings by video conferencing. This will only be considered if the TCY Board Officer is willing and able to purchase the \$2,000 computer that will sit in the place where the TCY Board Officer would normally sit. Only one unexcused TCY Board of Directors meeting absence should be permitted in any 6-month period. A maximum of 3 unexcused absences for TCY Committee Members in any 6-month period should be tolerated. A lack of commitment drains the enthusiasm of other TCY Board Officers. Accordingly, a maximum of three warning letters from the TCY President, TCY Executive Director, or the TCY Patriarch, individually or in combination can result in termination of a TCY Board of Director Officer position.

25. FIRST STEP in being hired by Tai Chi Youth as a TCY Board of Directors Officer is an interview with the TCY Patriarch and the TCY Executive Director (if existing). This interview will provide the background, expectations and operating procedures of Tai Chi Youth. The TCY Board Candidate should submit a resume and list of references. No solicitations of TCY Membership or Tai Chi Youth class registration should be made at this time. However, any candidate who does become a Tai Chi Youth Annual Member, or signs up for classes will be considered a higher priority candidate.

26. SECOND STEP in being hired by Tai Chi Youth as a TCY Board of Directors Officer is the “Letter of Commitment” WRITTEN BY HAND by the TCY Board Officer Candidate. This can be copied from the

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boiler plate “TCY Commitment Letter #1.” This letter will be submitted to the Tai Chi Youth Board of Directors or when existing, the TCY Nomination Committee. A 2/3 vote is required to be offered a TCY Board of Directors Officer position. The TCY Executive Director and/or TCY Patriarch will suggest the terms to be offered to the TCY Board Candidate. The TCY Board Candidate should receive at least one personal visit at the candidate's home from the TCY Executive Director and/or TCY Patriarch to befriend and discuss Tai Chi Youth expectations. A copy of the TCY Board of Directors Manual should be discussed to clarify mutual understandings and expectations.

27. THIRD STEP in being hired by Tai Chi Youth as a TCY Board of Directors Officer is the “Letter of Commitment #2” which contains blank spaces for entering the terms and responsibilities of the TCY Board Candidate. This “Letter of Commitment #2” will be used by the TCY Board of Directors to duly elect this person by a unanimous vote at the October TCY Board of Directors regular stated meeting. The winning candidates will be presented at the November TCY Annual Membership Meeting on which day their term will officially begin. If the TCY Candidate is to be hired before the October TCY Board meeting, the candidate will be offered a “Temporary TCY Board Officer” position until the October TCY Board meeting. This “Temporary TCY Board Officer” position may be a salaried or volunteer position as specified by the TCY Board of Directors.

28. The TCY Board of Directors Manual must be brought to each regularly stated TCY Board of Directors meeting. This manual should be taken on business trips, to various meetings, committees, and studied for continued research about Tai Chi Youth. This Manual must be returned to Tai Chi Youth with contacts information and other data of interest to Tai Chi Youth when quitting, resigning, removed... Your suggestions and modifications will hopefully improve the efficiency and services of Tai Chi Youth.

29. If any TCY Officer needs to be disciplined regarding staff relationships or job performance, TCY President = reprimand. The Executive Director works for the TCY Board of Directors. However, since many of the TCY Board of Directors are salaried or contractors to Tai Chi Youth, they may be considered staff and accordingly work for the TCY Executive Director and/or the TCY Patriarch in performing their prescribed duties. Staff performance and TCY Board of Directors performance will hopefully be understood, separated and handled efficiently with the TCY Executive Director and TCY Patriarch working as partners and co-leaders. If a TCY Board Member is to be removed or resigned from the TCY Board of Directors, this may or may not affect the contracts already in force. The TCY Board of Directors will reassess the situation and decide accordingly. If a TCY Board Member is to become unsalaried or have contracts annulled, this may involve the TCY Officer becoming a volunteer board member. As in all hiring and firing decisions, the TCY Board will give a 30-day notice before next stated meeting to evaluate situation and make decisions accordingly. In the event of a substantial loss of staff or emergency, such as immediate loss of Membership Director, the TCY President must personally communicate by phone or in-person (not text, email or letter) to each TCY Board Officer and arrange a meeting that can be attended by at least ¾ of the TCY Board and must include the TCY Patriarch to make an emergency decision and/or hire an immediate replacement.

30. The TCY Marketing Director creates and maintains the various “Marketing Plans” of Tai Chi youth and gives weekly updates to the Executive Director, and monthly summaries to the TCY Board of Directors.

31. The TCY Marketing Director is responsible for obtaining and coordinating the locations used by Tai Chi Youth for various events and tournaments.

32. The TCY Marketing Director oversees Tai Chi Youth products and merchandise to maintain a consistent image and high quality per every product's “Marketing Plan,” after approval by both the TCY Press Agent and TCY Patriarch.

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33. The TCY Marketing Director assists the TCY Program Director in promoting Tai Chi Youth programs, advertising, and satellite school locations to obtain more students and program / teaching contracts.

34. The contacts of the Tai Chi Youth are proprietary agreements and are prohibited from use by the Marketing Director for two years after leaving Tai Chi Youth. Any contacts preexisting employment by Tai Chi Youth may not require the one-year prohibition per written agreement from the TCY Executive Director.

35. All contracts of Tai Chi Youth are also proprietary agreements and are forbidden from being duplicated or used after the TCY Marketing Director leaves Tai Chi Youth at any time. Contracts similar to TCY agreements or created by revising TCY agreements should be first approved by the TCY Executive Director in writing. Tai Chi Youth is concerned about other organizations attempting to duplicate our programs and due to their unqualified abilities—destroying the Tai Chi Youth reputation by providing unqualified instructors and inexperienced programs.

36. Each year Tai Chi Youth is required to answer the following question: *“Has any officer, director, manager, operator, principal, agent or employee of the Tai Chi Youth been enjoined by any court, or is the subject of administrative order issued in California or any other state? If “yes,” please explain in detail the nature of the proceeding, date, location and current status. Please provide a copy of the order.”* So, if this is relevant to you, please supply this information with your TCY Board of Directors applications, or disqualify yourself accordingly.

37. The following question must also be answered by Tai Chi Youth: *“Has any officer, director, manager, operator, principal, agent or employee of the Applicant (you) been convicted of any crime involving moral turpitude? (For the purposes of this question, “convicted” includes a plea of guilty pursuant to a plea in abeyance agreement.) If “yes,” please explain in detail including the nature of the proceeding, date, location, sentence, and current status. Please provide a copy of the order.”* So, if this is relevant to you, please supply this information with your TCY Board of Directors applications, or disqualify yourself accordingly.

38. TCY Officers will communicate daily or weekly with either the TCY Committee & Staff Director, TCY Executive Director, or TCY Patriarch as specified/agreed to during each period of time

I, _____, have studied the TCY mission statements, the “Tai Chi Youth Bylaws” and agree to serve a term of TWO YEARS, starting _____. I will fulfill these listed obligations and any other responsibilities mutually agreed to by myself and the Executive Director of Tai Chi Youth.

Date application submitted: _____

Applicant email address: _____

Please leave the remainder of this application blank. The following section will be completed by the Tai Chi Youth Board of Directors and TCY President.

Tai Chi Youth Board of Trustees:

___ Approves

or

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___ Disapproves this application.

DATE: _____

It is the desire of this Tai Chi Youth Board of Directors that, Appointee: _____ begin serving as TCY _____ Officer of the TCY Board of Directors starting date: _____ and concluding date: _____.

Thank you for desiring to serve our missions to benefit mankind. We appreciate the time and effort you give to our membership and communities.

Sincerely,

TCY President

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