

ATS Leadership Roles and Responsibilities

PRESIDENT

Leadership & Governance

- Serve as the **chief representative and spokesperson** of ATS.
 - Preside over all **Officers' Council (OC)** and **Board of Directors (BOD)** meetings.
 - Guide the vision, mission, and strategic direction of the organization.
 - Ensure all ATS activities are in alignment with its **bylaws and cultural goals**.
 - Facilitate smooth **succession planning** and leadership development.
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◆ **Program Oversight**

- Oversee **major ATS events** (e.g., Pongal Vizha, Aaram/ATA Annual Day, Cricfest, Cultural Night).
 - Work closely with event coordinators to **approve budgets, plans, and logistics**.
 - Encourage inclusion of **youth, seniors, and diverse community voices** in programming.
 - Support **new program initiatives** that reflect Tamil culture, education, and service.
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◆ **Community Engagement**

- Build and maintain relationships with **local communities, city officials, and partner organizations** (e.g., Hoover Council, Grace Klein, Liberty Church).
 - Encourage **volunteerism and civic engagement** among members.
 - Recognize and celebrate **members' achievements** (academic, professional, cultural).
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◆ **Communication & Outreach**

- Deliver **quarterly President's messages** for newsletters and publications.

- Promote ATS activities on **social media and public platforms**.
 - Communicate transparently with members on updates, events, and decisions.
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◆ Fundraising & Sponsorship

- Lead efforts to **secure sponsorships and donations** for ATS programs.
 - Approve and guide development of **sponsorship packages and outreach letters**.
 - Engage personally with sponsors and community leaders to build **long-term support**.
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◆ Administrative Duties

- Ensure all legal, financial, and tax obligations (e.g., 501(c)(3) status) are met.
 - Oversee documentation, reporting, and archiving of **meeting minutes and decisions**.
 - Maintain accountability and collaboration across the **OC, BOD, and subcommittees**.
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◆ Conflict Resolution & Ethics

- Serve as a **neutral and fair mediator** in member or leadership conflicts.
- Promote a culture of **respect, transparency, and inclusiveness**.
- Uphold the **values and integrity** of the Sangam.

VICE PRESIDENT

◆ Leadership & Support

- Act as the **second-in-command**, supporting the President in all organizational activities.
 - Step in to **fulfill the President's duties** in their absence (e.g., presiding over meetings, events).
 - Assist in setting the **strategic direction** and goals for ATS.
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◆ Program Management

- Take **ownership of specific programs or initiatives**, such as youth engagement, outreach, or partnerships.
 - Oversee one or more **core committees** (e.g., Cultural, Sports, Youth) and serve as liaison to ensure alignment with ATS objectives.
 - Coordinate with event leads to ensure **smooth execution** of major ATS programs.
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◆ Member & Volunteer Engagement

- Lead efforts to **recruit and retain volunteers**, especially from underrepresented segments (youth, seniors, women).
 - Actively engage with members to **gather feedback**, address concerns, and improve satisfaction.
 - Promote a welcoming and inclusive culture for all members of the community.
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◆ Communications & Outreach

- Support the President in **external communications**, including sponsor meetings, city collaborations, and press events.
 - Represent ATS at public events and maintain good relationships with partner organizations.
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◆ Succession & Continuity

- Be prepared to **assume the role of President** if needed due to vacancy or resignation.
 - Mentor and guide emerging leaders and **build continuity** in leadership.
 - Assist with documentation, reporting, and record-keeping for transparency and future planning.
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◆ Fundraising & Sponsorship

- Assist in identifying and engaging potential sponsors.
 - Help prepare sponsorship decks, proposals, and **follow-up communication**.
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◆ Special Initiatives

- Lead **pilot programs or innovation efforts**—such as launching a podcast, mobile app, or digital archive.
- Take on any **ad hoc roles** assigned by the President or Board, especially for high-impact or time-sensitive matters.

SECRETARY

◆ **Documentation & Record-Keeping**

- Maintain **accurate minutes** for all ATS meetings (Officers Council, Board of Directors, Annual General Meeting).
 - Distribute meeting minutes to relevant stakeholders in a **timely manner**.
 - Maintain updated records of **bylaws, policies, and key resolutions**.
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◆ **Communication & Correspondence**

- Serve as the **primary point of contact** for official ATS communications (email, mail, etc.).
 - Draft and distribute **official letters, announcements, and notices** (e.g., election notices, event invites).
 - Ensure **timely communication** of important updates to the community and stakeholders.
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◆ **Event Support**

- Work with event leads to **prepare documentation**, such as sign-in sheets, disclaimers, and participation certificates.
 - Maintain **event records** (e.g., attendance, feedback forms, volunteer lists) for archival and reporting purposes.
 - Assist in compiling and distributing **program schedules or souvenir booklets**.
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◆ **Membership Coordination**

- Maintain an **up-to-date member directory** with contact details, roles, and affiliations.
- Coordinate membership communications, including **renewal notices and welcome messages**.

- Assist the treasurer and tech lead in managing **membership database platforms** (if digital).
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◆ **Legal and Administrative Compliance**

- Help ensure ATS complies with its **501(c)(3) non-profit obligations** by assisting in record maintenance and filings.
 - Maintain **copies of contracts, MOUs, and key legal documents**.
 - Coordinate timely preparation and delivery of **AGM reports or meeting agendas**.
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◆ **Coordination and Support**

- Serve as a liaison between different committees and the President to **ensure follow-up on action items**.
 - Help **coordinate election processes**, including nominations, ballots, and communication with election officers.
 - Support creation and archival of **quarterly newsletters, flyers, and notices** in collaboration with the PR team.
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◆ **Digital and Archive Management**

- Digitize and maintain a **secure and accessible document archive**, including past events, meeting notes, and legal documents.
- Organize structured folder systems (e.g., by year or event) for organizational continuity.
- Support transition of records during **leadership handovers**.

TREASURER

◆ **Role of the Treasurer**

The **Treasurer** of Alabama Tamil Sangam (ATS) serves as the **chief financial officer** of the organization, responsible for the **oversight, accuracy, and transparency of all financial matters**. This role ensures compliance with financial policies, maintains proper records, and enables the organization to operate responsibly and sustainably.

◆ **Responsibilities of the ATS Treasurer**

✓ **Financial Management**

- Maintain and oversee **accurate financial records** (income, expenses, receipts, and reimbursements).
 - Manage all **bank accounts and digital wallets** associated with ATS.
 - Track all **incoming payments** (e.g., membership fees, sponsorships, donations, event ticket sales).
 - Handle all **authorized disbursements**, ensuring prompt payments to vendors and reimbursements to volunteers.
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✓ **Budgeting & Planning**

- Develop the **annual budget** in collaboration with the President and Officers' Council.
 - Prepare and present **event-specific budgets** with inputs from respective committees.
 - Monitor expenditures against approved budgets and flag variances for corrective action.
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✓ **Reporting & Transparency**

- Provide **financial updates** at OC and BOD meetings.
- Present **quarterly and annual financial reports** to ATS leadership and members.

- Ensure **transparency** in all financial dealings and maintain **supporting documentation** for every transaction.
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✓ **Regulatory & Legal Compliance**

- Ensure compliance with **501(c)(3)** nonprofit financial reporting requirements.
 - File necessary **state and federal tax documents**, including annual 990 filings.
 - Maintain and submit financial reports for **grant applications and sponsorship agreements**, if applicable.
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✓ **Membership & Donations Tracking**

- Coordinate with the Secretary and/or Technology Lead to **track member payments** (membership fees, event registrations).
 - Maintain **donor records** and send **acknowledgment letters** for tax purposes.
 - Assist in setting up **online payment platforms** (e.g., PayPal, Zelle, Venmo, Square, etc.).
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✓ **Internal Controls**

- Enforce proper **checks and balances** to prevent misuse or mismanagement of funds.
 - Recommend financial **policies and procedures** to improve transparency and accountability.
 - Work with the OC to conduct **periodic internal audits or third-party reviews**.
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✓ **Event Support & Reconciliation**

- Assist event leads in **setting budgets and managing expenses**.
- Handle on-site **cash or digital collections** during events (ticket sales, food stalls, etc.).

- Perform **post-event reconciliation**, compiling a summary of income, expenses, and net outcome.
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Transition & Handover

- Ensure all financial data, records, and bank access are properly transitioned to the next Treasurer.
- Document **standard operating procedures (SOPs)** for future use.

PUBLIC RELATIONS OFFICER (PRO)

◆ **Role of the ATS Public Relations Officer**

The **Public Relations Officer (PRO)** is the **official communication and publicity lead** for ATS. This person is responsible for managing the Sangam's image, promoting events, engaging members and the public through various media, and ensuring consistent, positive messaging about ATS's mission and activities.

◆ **Responsibilities of the Public Relations Officer**

✓ **Communications Strategy**

- Develop and execute a **publicity and communication plan** for ATS throughout the year.
 - Ensure all messaging aligns with the **organization's mission, values, and cultural goals**.
 - Serve as the **official voice of ATS** in external and public-facing communications.
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✓ **Media & Publicity**

- Draft and distribute **press releases, event announcements, and public statements**.
 - Liaise with **local media outlets** (newspapers, TV, radio, blogs) for coverage of ATS events.
 - Invite and coordinate media presence for major events or cultural programs.
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✓ **Social Media Management**

- Manage and grow ATS's **social media presence** across platforms like Facebook, Instagram, YouTube, and WhatsApp.
- Post regular updates, event flyers, highlight reels, and behind-the-scenes content.
- Create culturally relevant campaigns (e.g., Pongal greetings, Tamil New Year, festival highlights).

✓ Event Promotion

- Collaborate with the **event planning teams** to create engaging promotional materials (flyers, posters, banners).
- Build **event hype** through countdown posts, spotlight stories, and community shoutouts.
- Ensure **event branding** is consistent across digital and print materials.

✓ Community Engagement

- Act as a bridge between the ATS leadership and the public/members.
- Highlight **community achievements** and member spotlights through newsletters or social posts.
- Respond to public inquiries or feedback received via email or social media channels.

✓ Newsletter & Internal Communications

- Work with the Secretary to publish **quarterly newsletters** that highlight ATS updates and events.
- Gather contributions from members (articles, poems, achievements) and edit them for distribution.
- Create recap reports for major events to share with sponsors and the wider community.

✓ Sponsor Recognition

- Collaborate with the Treasurer and President to **acknowledge sponsors** on social media and during events.
 - Ensure **sponsor logos** and mentions are correctly placed in promotional materials.
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✓ Photography & Videography Coordination

- Coordinate coverage of events via **photos, videos, and live streams**.
- Archive visual content for future marketing, recaps, and historical records.
- Share post-event media packages with participants and the community.