Programming Lead Job Description

The **AIGA DC DotGov** initiative is being refreshed and restarted for the DC design community. As part of that work, this position (Programming Lead) will assist the DotGov Civic Design Chair in support of the DotGov initiative's multiple programming efforts, with several specific stated goals:

1. **Short-term (Spring/ Summer 2025)**
   a. Brainstorm, organize, and execute small-scale events (*opportunities for networking, panel discussions, studio tours, workshops, social events, etc.*) that support the DotGov community's needs and interests.
2. **Long-term (Fall 2025 Conference)**
   a. Identify and execute programming opportunities that support the reintroduction / build awareness of DotGov to the DC creative community. (*DotGov rollout*)
   b. Design communications strategies, marketing copy, and additional communications deliverables and processes to drive ticket sales / RSVPs through 2024-2025 for the fall 2025 DotGov Conference sessions.

The **Programming Lead** will work together with the Social Media Lead and DotGov committee members to help the DotGov Civic Design Chair develop the necessary strategy, processes, and best practices to ensure DotGov events (both big and small) are able to meet ticketing / attendance goals, connect the DC government and civil society design community, and deliver experiences that enhance our audience.

About the 2025 Conference: *The DotGov Design Conference 2025 will be a volunteer-run conference that honors and unites civic tech experts, offering a range of programming such as keynote speeches by renowned designers, smaller workshops, and more. The conference theme is* Inclusive by Design: Empowering Civil Servants and Advocates Through Design.

*The DotGov Design Conference 2025 has expanded its scope to encompass diverse fields, interests, and members of the federal, state, and local government design community at all levels, **as well as the civil society and nonprofit design community.***

Key Responsibilities

The Communications Lead is responsible for working with the DotGov Executive Team to develop a Programming Strategy, including schedule and budget. They will take the lead in the planning, organizing, and execution of events 1) in the lead-up to (small-scale) and 2) including the 2025 DotGov Conference.

Both of these "tracks" can include keynote events, social occasions, creative lunches, workshops and other programs. The work includes includes but is not limited to:

- Developing event concepts;
- Securing speaker(s);
- Working with the DotGov Communications team on a marketing plan, website updates, etc.;
- Working with the DotGov Sponsorship team in researching, pitching and securing local partners and sponsors (cash and/or in-kind), venues, etc.;
- Organizing additional potential volunteers
- Reporting to the DotGov Executive Team about the performance and outcomes of events
- Creating documentation for the transfer of knowledge to the future DotGov leaders and volunteer committee members

In an average week, the Communications Lead might:

- Attend a weekly check-in for the DotGov Programming Team.
- Check-in with DotGov Executive Team members on the progress of a given task / event, such as speaker

confirmations, drafting event agendas and timelines, etc.
- Prepare a draft agenda or deck for a committee meeting.
- Review copy for an event RSVP email.
- Monitor multiple tasks around event logistics (determining seating capacity of a venue, sourcing seating options and their costs, determining ticket prices) at a given time.
- Confirm and coordinate audio/ visual capacity of a venue for a speaker keynote.

What We're Looking For

The ideal candidate:

- Is persuasive, resourceful, and possesses excellent
  - Relationship-building,
  - Communication, and
  - Management skills.
- Is a passionate individual who believes in the mission of DotGov Design to cultivate, celebrate, and communicate design and its impact across government and civil society.
- Is committed to learning and proactively seeks opportunities to ask questions and learn to grow in their role.
- Will bring a unique perspective to DotGov Design and can communicate in ways AIGA DC has not thought of before.

Meeting and Time Commitments

- **An average week may require 5-8 hours of work between writing / editing, developing materials and comms strategies, and checking in with the DotGov Executive Team and other volunteer teams.**
  - During the Spring/Summer, this might look like 4+ hours per week as we get started, but as we get into the heavy-lifting of planning during the Fall the time requirement is likely to look like 8+

hours per week.
- Participates as needed in Executive Team and Programming meetings, and other volunteer committee meetings as needed.
- Responds to all Slack requests within 24 hours and monitors relevant channels to address any issues proactively.
- Monitors and responds to all emails promptly.
- Flags any possible support outage ASAP to allow for planning.