

# COMMUNICATIONS CHAIR JOB DESCRIPTION

(Submitted by Susan Brickman, March 2018)

The Club Communications Chair is responsible for all internal and external communications, which includes Public Relations, Website and the monthly newsletter. Specific responsibilities include:

- Accumulate articles/reports and photos, format, produce and distribute the monthly Newsletter (10x/year – each month excluding July & August) in digital form and mail hardcopies
- Oversee and coordinate with the Website Administrator all website information
- Communicate with the Yearbook Chair (Corresponding Secretary)
- Work with the Corresponding Secretary, as well as Membership and the Treasurer, to receive updated contact and status information regarding members
- Be involved with PR as appropriate. Once or twice per year you may want to send in a small article to the Clubs section in the Bulletin to promote what we are doing. They may or may not choose print it.
- Respond to requests from the Zone XII Communications Chair and email newsletters to Zone XII Officers and Club Presidents. Check in with the Zone XII Communications Rep with questions as needed. She is a very helpful resource.

## NEWSLETTER AND OTHER PROCEDURES

- **Attain a photo of the new President for use in the President's article.** This is the only photograph that is actually required. All others are at your discretion and many are available on the Smugmug site on the SGC website submitted by the Photography Chair and various members.
- **Form your Committee.** Each committee/special projects chair is responsible for reporting information she wants included in the newsletter. Other contributors include: President, Conservation Chair, Poetry, Photography Chair, GCA, Gardener's Corner, 2 Proofers, Email Correspondence/Kim Bishop, Photographers 'at large' (photographers who contribute photos to the Smugmug site, etc) and Year End Review/Slideshow Kim Bishop. Jo Anne Rosen eblasts the digital version of the newsletter to the membership. Kim Bishop posts the newsletters and all appropriate information on the website.
- **Work with Membership, Yearbook and Treasurer to make sure you are working with updated information regarding members and their choices for communications:** email vs. U.S. Mail. Maintaining these up to date lists is a continuous process. Each of these people communicates collectively with the other when changes/updates occur.
- **Create an email list of those Zone XII Officers and Club Presidents to whom you will send your monthly newsletter. Also remind the Zone XII Vice Chair Communications to post the newsletter on the GCA-Zone XII newsletter section.** This is attained in the GCA yearly publication as well as on their website. Director, Chairman and Vice Chair names are typically listed in our Yearbook or the Bulletin.
- **Send a reminder no later than the 2<sup>nd</sup> of each month** reminding each of the Committee Chairs and contributing members that their articles are due by the 10<sup>th</sup> of the month for the FOLLOWING month's issue. This deadline has been in place for many years, and allows time for the inevitable late

contributor, for formatting and then the ensuing email, printing and hard copy mailing. Request that information be sent to your personal email.

- **It is MUCH easier to be sent completed articles as an attachment rather than as part of an email.**
- **Format the newsletter.** Various programs will work (provided that you can create a pdf copy of the resulting newsletter for emailing purposes. Formatting includes the collection and placement of all articles, photos and verification of dates for current and future calendar purposes (attainable and verifiable on the SGC website.)
- **Regarding photographs:** Other than the President's photo, all photos are at your discretion. You need to be very comfortable editing the photos and cropping them to appropriate size for the newsletter space. Remind contributors the importance of submitting high quality images not thumbnails.
- **Regarding random articles:** Periodically a member will send in an article or a link to information that may be interesting to membership. You may use it or not at your discretion. Some of the pieces are often redirected to our website. I reply immediately to senders that all content needs to be approved by the President and that their article might be used on the website rather than the newsletter.
- **Once the newsletter has been formatted it should be sent to at least two proofreaders in pdf form for their review.** The President should be included so that she approves all the content prior to sending out the newsletter.
- **Once corrected/approved then verify with the President as to when she would like it to go out. Usually emailing and mailing of the newsletter occurs after the General Meeting of each month.**
- **Email the pdf (The pdf will need to be compressed to accommodate a large document) Send the newsletter to the Club's Email Chair (currently and long-time position held by Jo Anne Rosen).** She eblasts to all members.
- **For the hard copies for mailing, take the pdf on a thumb drive to Kinko's (does not need to be compressed)** and copy 20x (18X – 20X was the range during the 2018 year) black & white copies to be mailed + 2x extra copies for SGC files. Prepare for mailing by folding, sealing, applying mailing labels & postage. If you would like, make a color copy at your own expense for the SGC archives.
- **Email to Zone XII club presidents and Director, Chair & Vice Chairs.**
- **At the completion of each newsletter record the expenses. Submit to the Treasurer expenses for reimbursement every few months,** mail receipts with the reimbursement form found on the website to the Treasurer.
- **Once a year, converse with the Yearbook, PR and Website Administrator to complete the Clubs Communications budget, which is forwarded in the spring to the Treasurer.** Usually the Yearbook Chair will send her own budget.

## WEBSITE

- **Check monthly content.** Check in with the Website Administrator (Kim Bishop) frequently to make sure the website is up to date regarding email links for Community Projects Chair so she can receive grant requests directly. Make sure that the members' section is updated monthly, with the current newsletter and any other announcements, RSVP links, forms, directions etc. Kim Bishop manages most of these items
- **Continue to educate membership regarding the many resources on the website, always encouraging them to use the online calendar.**