

## *Probus Club of Applewood*



### ***COMMUNICATIONS COORDINATOR – JOB DESCRIPTION***

The Communications Coordinator (formerly Newsletter Coordinator) is a member of the Management Committee and is responsible for the club's digital platforms, specifically the website, the monthly newsletter, ad hoc email announcements and member surveys. The Communications Co-ordinator is the technical interface for the club Archivist.

Several people form a team who handle the website design, website content update, evaluation of new software and internet features, create the monthly newsletter, compose and send ad hoc emails and create the occasional member survey. The Communications team will assist members encountering problems with technical assistance if the member has problems receiving our mail or using the website. The Communications team meets occasionally to plan future revisions, discuss obstacles and the recruitment of new team members.

#### Operating Guidelines:

1. The **Website** currently runs on WebPlus platform. Members submit new content (text and pictures) for the site and the newsletter at [applepro805@gmail.com](mailto:applepro805@gmail.com). The Webmaster updates the website with new content several times a week and publishes the new content to our Web Host Server DotEasy.
2. The **Newsletter** is currently compiled using Mailchimp software. The newsletter editor assembles the newsletter in the first week of the month. Content is obtained from items posted on the website, items directly sent to the applepro805 account and directly to the editor. Editing of the final version is provided by the Management Committee prior to sending to the membership. The Membership Coordinator provides the latest version of the membership list.

3. **Ad Hoc Email** announcements are sent on the request of the Management Committee using the MailChimp software. Typically, these email broadcasts are used for death announcements and the promotion of special events or outings. The newsletter editor composes the email on a timely basis and the content is approved by the person initiating the request.
4. The occasional **Member Survey** is prepared using the Typeform software. The Communications team will prepare and assist with the survey creation and then once approved will send it to the membership through MailChimp.
5. **Costs:** Currently the club incurs expenses for web hosting of the site on DotEasy (the licensing of WebPlus package was paid for at time of purchase). Due to our low volume MailChimp and Typeform are free.

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