

Probus Club of Applewood



COMMUNICATIONS COORDINATOR – JOB DESCRIPTION

The Communications Coordinator is a member of the Management Committee and collaborates with the Webmaster and Newsletter Editor regarding the club's digital platforms, specifically the website and the monthly newsletter.

Several people form a team who handle the website design, website content updates, evaluation of new software and internet features, create the monthly newsletter, compose and send ad hoc emails and facilitate the occasional member survey. The communications medium between team members is the club email account "**ApplePro805@gmail.com**".

The Communications team will assist members encountering problems by providing technical assistance if the member has problems receiving our email 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 **WYSIWYG Web Builder** (a PC based application). Members submit new content (text and images) for the site and newsletter at the club email. The Webmaster updates the website with new content several times a week and publishes the new content to our website via our web host server **DotEasy**.
2. The **Newsletter** is currently compiled using **Mailchimp** software. The Newsletter Editor assembles the newsletter for publication 4 to 7 days before the second Thursday (being the monthly club meeting date) each month. Content is obtained from text (.TXT) and image (.JPG) items sent to the club email account. Approval 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 to the Webmaster who updates the Mailchimp mailing list accordingly.

3. **Ad Hoc Email** announcements are sent on the request of the Management Committee using the MailChimp software by the Newsletter Editor. 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 by the individual creating the survey. The Communications team may assist with the survey creation and then once approved by the Management Committee, the Newsletter Editor will send it to the membership.
5. **Costs:** Currently the club incurs annual expenses for Web Hosting of the site on DotEasy.com, and licensing of the WYSIWYG Web Builder package for each **major** upgrade (if needed). Due to the club's low email volume, MailChimp is free.
6. The Communications Coordinator is responsible for producing a monthly report to the Management Committee relating to website activity, newsletter readership, and periodic email announcements to membership.

Prepared by John Bishop
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