

Communications 11/7/22

Communications Committee Director Job Description

Purpose: To provide information to the Magnolia Point Women's Club (MPWC) members at the request of the President or other designated committee members in consultation with the President.

Responsibilities:

- Reports directly to the President.
- Manages the following subcommittees: Historian, Publicity, Newsletter, Member Database, Printshop and Webmaster.
- Delegates communication responsibility when not available to a designated Communication Chair. Seeks Chairs for these subcommittee with the help of the board.
- May communicate through the Homeowner's Association (HOA).
- Sends emails regarding general community notices to Club members as requested by any Committee Director in consultation with the President.
- Prepares and edits articles for the *Magnolia News* on behalf of MPWC.
- Is responsible for final editing of all articles and outgoing communications.
- Oversees the gathering and maintenance of current and correct member information including address, telephone, email, birthday, wedding anniversary, and spouse's name (if applicable) of all MPWC members.
- Attends board and general MPWC meetings.

Skills Required: Committee coordination; computer skills; writing and editing skills.

Historian Subcommittee Chair Job Description Communications Committee

Purpose: To preserve the history of the MPWC members and their activities.

Responsibilities:

- Prepares and maintains a digital account and organized scrapbook (optional) of the history of the Magnolia Point Women's Club.
- Collects and organizes digital copies and/or hard copies of publicized events such as memorabilia from *The Magnolia News*, newspaper articles, awards, pictures, etc.
- Collects and/or takes photos of MPWC events to include names of people in the photo, and the name and date of the event and maintains both hard and digital copies of these photos.
- May use the MPWC Printshop when hard copies of photos or other memorabilia are needed.
- Oversees the digitizing of past scrapbooks and current memorabilia.
- Prepares an organized thumb drive with all MPWC digital memorabilia.
- Works with the Webmaster to post digital memorabilia on the MPWC website.
- Provides Communications Director with a monthly email report of any activity.
- Attends board meetings if asked by Communications Director or President.

Skills Required: Organizational skills. Follow-up with items and/or articles that pertain to the club for inclusion into the scrapbook and digital folders/thumb drive

Newsletter Subcommittee Chair Job Description (Temporarily Suspended) Communications Committee

Purpose: The purpose of the Newsletter Subcommittee Chair position is to be the editor of the Magnolia Point Women's Club (MPWC) newsletter.

Newsletter Chair Responsibilities:

- Reports to the Communication Director monthly.
- Prior to any newsletter publication, solicits (by email) and edits articles received from executive officers, committee directors and chairs, and general members about happenings of interest or any ads.
- Write articles concerning pertinent information for Club members.
- Puts together articles and information into a newsletter type format.
- Asks the webmaster to post the newsletter on the mpwc.org web site.
- Asks the Communications Director to distribute the newsletter via email to all club members.
- The newsletter Chair, or a designated helper, assures that photos of interest at meetings and events are taken (in landscape mode). If a helper is used, photos must be sent to the newsletter chair.

Skills needed: Word processing program skills (Word, Adobe Photoshop, Publisher); excellent communication skills (composing and editing). Photo editing skills required.

Publicity Subcommittee Chair Job Description Communications Committee

Purpose: To write press releases for local news outlets, manage social media, engage in media building and making media inquiries to publicize Magnolia Point Women's Club (MPWC) activities and accomplishments

Responsibilities:

- Consults with the Communications Director prior to any media post.
- Provides the Communications Director with a monthly email report of the status of any MPWC activities related to the following types of publicity:
 - ✓ Press Releases: Creates, edits and submits content for press releases. Submits all press releases and photos to the media.
 - ✓ Social Media: The Chair or a designated member coordinates all public relations activities including Facebook, YouTube, etc.
 - ✓ Media Building: Builds existing media relationships and cultivates new contacts to grow awareness of Magnolia Point Women's Club at the local news level.
 - ✓ Media Inquiries: Manages media inquiries and interview requests.

Skills required: Writing editing, and word processing skills.

Webmaster Subcommittee Chair Job Description

Communications Committee

Purpose: To provide the Magnolia Point Women's Club (MPWC) with a viable website that contains relevant information for all club members.

Responsibilities:

- Regularly updates and maintains the MPWC website to reflect our current bylaws, current leaders, activities, projects, job descriptions, job guidelines, current events and accomplishments.
- Board requests for the site go through the Communications Director to the Webmaster.
- Receives updated information from the Communications Director.
- Updates and redesigns the club's website as needed and directed by the board.
- Receives site input information from the Communications Director.

Skills required: Web design and skills required to update and maintain the MPWC website.

Member Database Subcommittee Chair Job Description Communications Committee

Purpose: To assure that the Magnolia Point Women's Club member database is updated and maintained on a regular basis.

Responsibilities:

- Maintain the Club's database of member information during the year.
- Create a pdf file with updated member information for the directory for the printer.
- Receive all new member information as they join and add to the database immediately.
- As directed by the Communications Director, make all changes to information provided by members that includes new phone numbers, email addresses, cancellation of land lines, etc. Remove spouses name and anniversary date as situations arise.
- Create a Celebration List each month that includes members with birthdays and anniversaries during the coming month. Send to the Director of Communications to send out via email.
- Create member lists of when asked by various committee chairs.
- From time to time, create of list of all member information and have it sent to members to verify any changes needed.

Skills Required: Computer skills. An understanding of the importance of follow-up when it comes to maintaining current documents.

Printshop Subcommittee Chair Job Description Communications Committee

Purpose: To provide printing services to Magnolia Point Women's Club (MPWC) in response to committee needs.

Responsibilities:

- Maintains the following items: color printer, paper, card stock, and ink cartridges as needed.
- Orders ink and all supplies through the treasurer.
- Assures the directory is printed and ready for distribution each year.
- Using the club's printer, prints all materials needed but not limited to:
 - ✓ Directory ad letters, forms, labels
 - ✓ Charity drive letters and labels
 - ✓ Arts & Crafts Fair posters, information, vendor forms, etc.
 - ✓ Luminary Subcommittee order forms, instructions and pamphlets
 - ✓ Hospitality Subcommittee information (about 10 pages plus the Home Owner's Association Handbook)
 - ✓ Invoices the Magnolia Point Community Association for printing the handbook that is given to new residents. Invoice is emailed to the Community Association Manager (CAM).

Skills Required: Computer and printer skills. An understanding of the importance of follow-up when it comes to delivering products requested on time.
