

Communications Committee (updated 01-05-24 sjw)

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, communicate with local news outlets, and manage social media.

Responsibilities:

- Reports directly to the President.
- Manages the following subcommittees: Social Media, Member Database, Printshop, and Webmaster. Seeks Chairs for communication subcommittees with the help of the Board.
- Delegates communication responsibility when not available to a designated Communication Chair.
- May communicate through the Homeowner's Association (HOA).
- Sends all MPWC communications to members and monitors the official email address of MPWC, replying as needed. These communications can be notices from the President, the Board and/or members and are deemed to be shared with the membership.
- Receives recommendations from members for possible website blog posts and forwards those to the Social Media Chair.
- Sends emails regarding general community notices to Club in consultation with the President.
- Creates, edits and submits content for press releases. Submits all press releases and photos to the media; cultivates new contacts to grow awareness of Magnolia Point Women's Club at the local news level; manages media inquiries and interview requests.
- 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.

Social Media Subcommittee Chair Job Description Communications Committee

Purpose: To use alternate communications methods to disseminate current information to members of the Magnolia Point Women's Club (MPWC). These alternative methods will utilize social media platforms maintained by MPWC such as its Facebook page or web blog maintained as part of the MPWC website.

Responsibilities:

- Reports to the Communication Director as needed and seeks approval of articles posted on the blog and *The Magnolia News* if not routine in nature.
- Posts web blogs online either once a month at a minimum, or as often as events occur. Examples of blog topics could be HKF, special projects, presentations, member birthdays, greeter(s) at the general meeting, "mark your calendar" items or reminders (such as check your email notices, etc.).

- Posts activities, including photographs, regularly on the MPWC Facebook page that are social in nature. Posts may include fun activities at a general meeting, social outings enjoyed by members, or upcoming events (for example: the Holiday Arts and Craft Fair notices) that inform the public of future opportunities.
- Prepares and submits articles for *The Magnolia News* on behalf of MPWC in conjunction with the Communications Director.

Skills needed: Word processing program skills (WordPress, Microsoft Word); excellent communication skills (composing and editing).

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:

- Updates and maintains the MPWC website to reflect our current bylaws, current leaders, activities, projects, job descriptions, job guidelines, current events and accomplishments.
- Receives updated information via the Communications Director.
- Updates and redesigns the club’s website as needed and when directed by the Communications Director.
- With the Communications Director, does an annual review of the entire site contents and updates where necessary.
- Assures current event photos are updated monthly on the site.
- Ensures that the history of the Club is maintained and available through the MPWC website and keeps a thumb drive of all MPWC digitized scrapbooks.
- Add plug-ins as needed or as requested.

Skills required: Web design and skills required to update and maintain the MPWC website. Is familiar with Word Press.

Note: The annual fee for Web 904 hosting the site is paid by the Treasurer.

Member Database Subcommittee Chair Job Description

Communications Committee

Purpose: To ensure that the Magnolia Point Women’s Club member database is updated and maintained on a regular basis and to assure the updated directories are made available to its members on an annual 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 and add to the database immediately.
- Make all changes to information as directed by members that includes new phone numbers, email addresses, cancellation of land lines, etc. Remove spouses' names and anniversary dates as situations arise.
- Create a Celebration List that includes members with birthdays and anniversaries during the coming month and forward it to the Director of Communications to send to members via email.
- Create specific member lists when asked by various officers, directors, and/or committee chairs.
- From time to time, create a 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 and delivering products requested on time.

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.
- Coordinates with the Communications Director and Member Database Chair to assure the finalization of the MPWC Directory by June 15. Delivers the directory to printer by June 26 and organizes delivery to members by July 1.
- 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 Homeowner's Association Handbook)
 - ✓ Invoices the Magnolia Point Community Association for printing the handbook that is given to new residents. The 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.
