

JOB DESCRIPTION: Director of Communications

GOAL: A well maintained, up-to-date website and monthly newsletter

PURPOSE: to inform PHG membership of important news, information and events. Community outreach relating to the mission and activities of PHG.

Two year term, voting member of the Board

DUTIES: The Director of Communications oversees the **Webmaster** of the PHG website, the **Newsletter Editor**, the **USPS Mail Sender**, and any other helpers on the website. She/he works closely with the Membership Director.

I. Webmaster of the PHG Website:

YEARLY:

1. Go through entire website and update; edit where necessary.
 - a) Update forms and applications as needed, eg: Grants form, membership form, sales entry forms.
2. Contact **Programs** Director to get program information for the year
 - a) If Programs does not give you Bios and information, search internet for this information.
 - b) Search internet for pertinent pictures relating to the programs.
 - c) Place list of programs on the website.
3. Contact **Workshops** Director to get workshop information for the year.
 - a) Once again obtain bios and info on person giving workshop.
 - b) Obtain description of workshop, dates, times, place, and photos.
 - c) Workshop Director will provide you with a sign-up form to place as a downloadable item onto the website.
4. Each year after the Directory is printed, Membership Director will give you the new **Roster List**: place this on members-only page of website.
5. Replace **Rental Equipment List** if it has changed.
6. Replace the **Closet Inventory** when new one is done each year.
7. Remove all outdated files and pictures from the Library (on the website) and replace with current information.

MONTHLY:

1. Maintain updated **member lists**.
 - a) Contact the Membership Director to get new member names.

- b) Input new names into MailChimp member list. The Newsletter Editor may do this if desired.
 - c) Maintain and update the **Additions and Corrections to the Roster List** after roster is published. (Separate downloadable list on members-only page). This can be done by the Membership person as well per an agreement.
- 2. Maintain and update **Guild News and Events** page.
 - a) Add new news items as needed. Delete outdated items.
 - b) Policy: We may publish news of profitable new business ventures for PHG members only. (eg: someone has published a book). These items will run no longer than 1 month.
- 3. Maintain and update **Home** page.
 - a) Update quick-view table after meetings and board meetings.
 - b) Add president's message traditionally given to you by president on a monthly basis.
 - c) Note items of interest that are current, any themes, group projects or activities, add photos, etc.
- 4. The Webmaster receives **Contact Inquiries** from people who have questions. Currently the Webmaster must answer these.
 - a) Answer on an as-needed basis – daily to weekly.
 - b) Add new information to reference database for future use.
 - c) Utilize expertise of other PHG members as needed.
- 5. Maintain and update **For Sale** page on website.
 - a) Items on the For Sale page are for PHG members only, and the post is at no cost.
 - b) Items will run for two months only unless other arrangements are made.
 - c) Update For Sale page monthly: add and delete as needed.
- 6. On **Members Only** page, update the Board Minutes and Newsletters; remove outdated info.
- 7. Send out **Updates** to the newsletter mid-month when there is vital information that needs to be communicated before the next newsletter.
 - a) The Updates should be totally written for you and need no editing.
 - b) Updates should be limited to once a month or less.

c) Per an agreement, the Newsletter person can send the Updates.

8. Attend Board Meetings

II. Oversee Newsletter Editor

1. Keep in good communication with and be available for the Newsletter Editor.
2. Keep the Editor apprised of news items and events for the letter, as well as yourself.
3. Do final edit / read-over of the newsletter before it is sent.
4. Help troubleshoot problems with MailChimp.
 - a) Contact Stellar Websites for support if flummoxed.
5. Train Newsletter Editor how to use MailChimp as needed.

III. Oversee Snail Mail Sender

1. Keep in good communication with and be available for questions.
2. Provide templates for address labels and return address labels.
3. Train sender how to perform job as needed.

Training: It is necessary to undergo training on how to use the website and on the use of the program MailChimp. The PHG website was developed and is hosted by Homespun Websites, (aka “Stellar Websites”). Homespun Websites should train new people at no cost. **Homespun : 4849 SE Division St, Portland, OR 97206 (503) 922-1276**

Written August 2015 KRD

