Newsletter Editor/Electronic Communications

Composition and Qualifications:
This individual should have excellent communication skills be familiar with website formats and uploading website material. General knowledge of computer programs including Word, PowerPoint, etc. Working knowledge of website design, development and maintenance. Creativity a plus.

Purpose and Scope:
To maintain regular and timely communications with the membership via printed and electronic means. The newsletter shall be the publication of the LEC and shall present pertinent information of interest to the membership.

Duties and Responsibilities:

Newsletter

• The newsletter editor shall gather information from the various committees to include in the newsletter. The newsletter editor works in conjunction with the LEC president, or their designee, in determining the content and tone of the local newsletter.
• If possible, each committee should submit a report to the editor to be included in the newsletter.
• The LEC officers shall submit an officer report for each newsletter.
• The newsletter should come out no less frequently than determined by the LEC policy.

Electronic Communication

• Develop and maintain LEC web site.
• Create and distribute local e-newsletter and maintain e-mail lists.
• Promote new means of communications between AFA-CWA and members such as text messaging, Twitter and Facebook.
• Instruct local council officers and committee members on utilizing best practices when communicating with the membership. For example, copyright issues, photo permissions, spam and privacy policies.
• Provide reports to local president on the effectiveness of website, e-mail and other communications (website visitors, number of members receiving e-newsletter, number of followers on Twitter, etc.).
• Be able to update website content weekly and or short notice.
• Work on own initiative without direct supervision
• Track website traffic and provide periodic updates.