

NEWSLETTER EDITOR
POSITION DESCRIPTION
Revised 6-3-03

SKILLS REQUIRED:

1. Have knowledge and use of personal computer skills
2. Type (word processing)
3. Edit
4. Create artistic ideas in layout and design within professional limits
5. Utilize Microsoft Office software, Printshop, and adobe Acrobat.

TOOLS REQUIRED:

1. Personal Computer
2. Color Printer
3. Email address and access
4. Scanner
5. Fax machine
6. Microsoft Office

COMMITMENT:

1. Can include ten hours a month in performing required duties.
2. Attend meetings when appropriate - 3 hours per month.
3. Attend board meetings if invited - 3 hours per month.
4. Prepare and edit newsletter articles - 2 hours per month

RELATIONSHIPS:

1. Work with the Executive Committee
2. Work with Board of Directors
3. Work with the Executive Director in coordinating the final production of the newsletter
4. Work with the Executive Committee in the editing of the newsletter
5. Work with the marketing agency to coordinate advertisements.
6. Work with the Executive Committee as to the tenor, nature and content of each issue.

RESPONSIBILITIES: (As stated in the operating code)

1. Solicit information and materials from the members and related professions.
2. Produce a camera-ready copy of the newsletter to the Executive Director by designated deadline.
3. Coordinate the publishing and mailing of the newsletter with the Executive Director.
4. Publish a minimum of a winter and summer newsletter.

JOB DESCRIPTION:

Issue a minimum of two newsletters to all members

1. Collect information to be included in the newsletter from the appropriate sources. Submitted information by contributors should be in the final format so that little editing is required of the editor. Editor should not re-write articles without the approval of the author.
2. The format of the newsletter should be in a conservative professional style approved by the Executive Committee which should be used as a final editing source.
3. Take the final newsletter master to the Executive Director to be reproduced and mailed.
4. Prepare advertising copy by working with the marketing company. Generally all advertising is camera ready
10. Be aware of and avoid any possibility of copyright infringement.
11. Adhere to deadlines for the newsletter. These include:
 - Winter Newsletter
 - a. Advertisements from marketing company submitted.....Feb. 15th
 - b. Newsletter submitted to Executive DirectorFeb. 15th
 - c. Newsletter in the mail.....Mar. 1st
 - Summer Newsletter
 - a. Advertisements from marketing company submitted.....Aug. 1st
 - b. Newsletter submitted to Executive Director.....Aug. 1st
 - c. Newsletter in the mail.....Aug. 15th
13. Using computer software, desktop publishers format and combine text, numerical data, photographs, charts, and other visual graphic elements the editor will produce publication-ready material.
14. Depending on the nature of a particular newsletter, the newsletter editor may write and edit text, create graphics to accompany text, convert photographs and drawings into digital images and then manipulate those images, design page layouts, create proposals.

Suggested Articles for the newsletter may include:

1. All meeting and seminar information.
2. Executive board information
3. Membership information
4. Local upcoming events
5. Appropriate coupons
6. Treasurer's report
7. Easy to read calendar
8. Advertisements
9. Workshop information
10. General information about the date, time and location of meetings, officers, publications schedule, advertising rates and mission statement
11. Book, website, convention, lesson plan review
12. Member profile

EVALUATION:

The Executive Committee will evaluate the Newsletter Editor on an annual basis using the "responsibilities" and "job description" criteria. The Executive Director, as a representative of the Executive Committee, will share both behaviors that are strong and those needing improvement. This assessment will be in writing and in person if thought necessary by the Newsletter Editor or Executive Committee. The written assessment will occur during the month of June. The optional in person discussion of the assessment will follow the July Board of Directors meeting and will include the Newsletter Editor and Executive Committee.