

## IABC/Calgary Volunteer Opportunity: Newsletter Manager

2021/2022

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| <b>Role:</b>               | <p>Newsletter Manager</p> <p>This position is responsible for communicating relevant and timely information to IABC/Calgary's members through its weekly e-newsletter, The Current.</p>  |
| <b>Level of Expertise:</b> | Intermediate   |
| <b>Time Commitment:</b>    | 8 hours per month (approx. 2 hours per week)   |
| <b>Duties:</b>             | <ul style="list-style-type: none"> <li>• Create a newsletter content calendar and regularly update, sourcing content as required to fill gaps</li> <li>• Coordinate newsletter editor volunteers to publish newsletter weekly</li> <li>• Provide guidance to volunteers on content, writing dynamics, layout, and IABC style</li> <li>• Correspond with Board members to promote events and chapter efforts</li> <li>• Refresh newsletter layout, look and feel</li> <li>• Work with Co-Director to implement member communications strategic plan</li> <li>• Review newsletter analytics to make informed decisions</li> <li>• Provide overall accountability for newsletter content and performance</li> </ul> |
| <b>Skills:</b>             | <ul style="list-style-type: none"> <li>• Strong writing and editing skills with a high attention to detail</li> <li>• Highly organized individual with flexibility to accommodate unexpected changes</li> <li>• Experience with and understanding of e-newsletter best practice</li> <li>• Reliable and ability to respond in a reasonable time frame</li> <li>• Leadership skills and previous management experience would be an asset</li> <li>• Previous experience with Mail Chimp is preferred</li> </ul>   |
| <b>Reporting to:</b>       | Co-Director, Member Communication  |
| <b>Why Volunteer:</b>      | <ul style="list-style-type: none"> <li>• Network with fellow communicators</li> <li>• Build your portfolio</li> <li>• Gain leadership skills</li> <li>• Stay on top of industry trends</li> </ul>  |

Members can check out our weekly edition of The Current for more information. To apply, send your resume to [calgary-volunteers@iabc.com](mailto:calgary-volunteers@iabc.com).