

COMMUNICATIONS PORTFOLIO JOB DESCRIPTION

Overview of Communications

(*Additional written material)

Mission of PaBIA - PaBIA unites together our water access community to promote, protect and preserve this unique and natural region.

The Objective of Communications Team is to promote PaBIA's mission by keeping our membership well informed in a transparent and timely manner, by being alert to issues of concern to our membership, by being educated on the latest and best practices, and to be alert to areas where we can better market PaBIA to be a distinct entity yet who partners with the Ojibway Club and the GBA.

Communications Policy* was created in 2014 to clarify how PaBIA had always been approaching its Communications endeavors and governs our mandate going forward.

Communications Chair

Member of PaBIA's Board of Directors

Editor (standing position on PaBIA's Board of Directors)

Yearbook, eBlasts and newsletters

Oversees the Communications Team

Advertiser Chair - works with advertisers, advertisements and payments

Marketing Chair - branding and posters

Photography Chair - quality pictures of PaBIA events

Webmaster

Responsibilities

Sits on PaBIA's Board of Directors

Editor of all printed publications

Requirements

Five Computer programs used in the creation of the present day Yearbook: Adobe InDesign (desktop publishing), Adobe Photoshop (photography editor), Microsoft Word, Excel and FileMaker Pro (database)

Yearbook

Maintains/Updates Yearbook format

Creates and/or Inputs Advertising

Ensures quality Photographs

Receives Regatta results from Regatta chairs who secure scorekeepers, data input, photo recognition for each award and from PaBIA's Secretary who puts regatta winners in a usable format for the yearbook

Encourages and Collects Feature Articles

Makes sure all Committee Reports are written and included

Collects Committee headshots

Creates Calendar

Coordinates with Ojibway Club for content

Coordinates with Ojibway Historical Preservation Society

Responsible for Front Cover

Membership Lists - in coordination with Secretary, works with database to assure accurate records

eBlasts - Summer weekly editions

Intended to be SHORT blurbs to catch a person's eye with links to further

Newsletters - Off Season bi monthly publications

Intended to be in depth articles

Posters - on Ojibway Dock

To keep cottagers aware of upcoming PaBIA programming

Advertising PaBIA endeavors (Marine Patrol)

Oversees Marketing Chair

Branding*

Poster Boards for Dock

Flyers

Instagrams

Oversees Photography Chair

COMMUNICATIONS PORTFOLIO JOB DESCRIPTION

Encourages people to send in pictures for the book
Identifies what pictures are needed for yearbook
Takes pictures for yearbook

Oversees Webmaster
Creates Website
Updates web material regularly