

Newsletter Chair

AIGA Jacksonville

Time Commitment: 3 - 6 hours / week

Minimum Tenure: 1 year

Maximum Tenure: 6 years

Minimum Member Status: Sustaining

Overall mission:

The Newsletter Chair oversees the development and implementation of AIGA Jacksonville's newsletter content, strategies, and the communications to support our members, AIGA Jacksonville events, and overall communications. They ensure that content is in alignment with AIGA National and AIGA Jacksonville's missions and goals and work to present a clear, unified voice that is consistent with AIGA National ethics and communication guidelines. As a cornerstone of a successful chapter, the newsletter should be released monthly to keep our membership and community informed about the happenings of the Chapter and AIGA. All final content must be approved by the President prior to distribution or release.

Responsibilities include:

- Work with the Communications Director, Social Media Chair, and Web Coordinator to enhance the AIGA Jacksonville newsletter to impact membership activation, engagement, and retention
- Define and maintain processes and tools for creating content for AIGA Jacksonville's newsletter
- Assist in creating and managing the newsletter for the promotion of AIGA Jacksonville content - blog posts and web pages; in addition to AIGA National initiatives.
- Approve, edit, and adjust the AIGA Jacksonville newsletter according to the AIGA style guide.
- Maintain newsletter to keep up with current trends for evolving apps and devices.
- Maintain partner information and logos on the newsletter
- Maintain Chapter email list in MailChimp
 - Build separate Membership list database for members only communications
- Disseminating email updates regarding upcoming events and activities, and other significant Chapter information in a timely manner
- Run A/B tests to improve campaigns
- Generate monthly email reports to show how we can improve our communications
- Ensure emails are compliant with spam and permission laws
- Ability to test and provide quality assurance

Desired skills, traits & experience

- Experience with MailChimp
- Strong skill set with HTML, CSS, responsive design, and accessibility
- Experience developing and executing content and strategies to build engagement.
- Excellent verbal and written communication skills.
- Self-motivated and independent.
- Want to make a difference and contribute to something bigger than yourself.
- Adobe Creative Suite // Wordpress // Eventbrite // Basecamp // MailChimp // Slack

Nice to have, but not necessary.

- Have a business or creative network.

Goals:

- Regular communication with your Director
- 1 year term
- Positive representation of AIGA in the community
- Active attendance at, and participation in, AIGA events
- Attend monthly committee meetings (required) and monthly board meetings (encouraged)
- Maintain AIGA membership in good standing, at Supporting level or above