

## **Communications Director**

The communications director is required to attend monthly Board meetings and provide a report. They are also required to provide an annual review at the AGM. The communications director takes care of the newsletter, social media channels, and event advertising (alongside the website administrator).

### **Total Time required: Avg. 24 hours monthly**

- Board Meetings – *2 hours monthly (avg.)*
- Newsletter *Approx. 6 hours monthly – 1<sup>st</sup> newsletter, approx. 3 hours monthly – 15<sup>th</sup> update*
- Mailchimp audience - *Approx. 1 hour monthly (as needed)*
- Social media posts - *Approx. 4 hours monthly*
- Social Media content creation - *Approx. 4 hours monthly*
- Social media content curation – *Approx. 1 hour weekly*
- Membership questionnaire - *Approx. 1 hour annually for set up, approx. 1 hour weekly for media creation (as needed)*
- Highland Games - *Approx. 1 hour annually for set up, approx. 1 hour weekly to update events director (as needed)*
- Other Events: *Approx. 1 hour annually for set up, approx. 1 hour weekly to update events director (as needed)*

### **Newsletter – MailChimp, 1<sup>st</sup> and 15<sup>th</sup> of each month (15<sup>th</sup> is just an update).**

- Events - need details before the newsletter goes out on the 1st of the month of the event (or the mid-month prior if possible)
- Society needs (volunteers, ideas, membership renewals, etc.)
- Classes and awards
- Member community events (members post in Google Doc)
- Holiday notices
- Partner events (St. Andrew's Society, Gaelic Nova Scotia, Scottish Studies Guelph, etc.)
- Related Gaelic community events (find online events and post links)
- News from Scotland (find article and post link)
- Puzzle (create and post)

*(It is easier to locate content if you register for partner/related newsletters and social channels)*

*Approx. 6 hours monthly – 1<sup>st</sup> newsletter*

*Approx. 3 hours monthly – 15<sup>th</sup> update*

### **Mailchimp audience** - add new members to the Mailchimp audience

*Approx. 1 hour monthly (as needed)*

**Social media posts** - posted via Buffer according to a monthly content calendar

*Approx. 4 hours monthly*

**Social Media content creation** – using VistaCreate currently. Regular media content has been created, only needs to be updated as needed – new events, special mentions, partner content, trending content, etc.

*Approx. 4 hours monthly*

**Social media content curation** – find related Gaelic information on other channels and repost/forward, like/comment on related channels

*Approx. 1 hour weekly*

### **Membership questionnaire**

- Set up in Google Forms
- Monitor responses
- Create social media content from responses with VistaCreate

*Approx. 1 hour annually for set up*

*Approx. 1 hour weekly for media creation (as needed)*

### **Highland Games: June/July/August**

- Set up registration sheet in Google Docs
- Monitor registration

*Approx. 1 hour annually for set up*

*Approx. 1 hour weekly to update events director (as needed)*

### **Other Events: As needed**

- Set up registration sheet in Google Docs
- Monitor registration

*Approx. 1 hour annually for set up*

*Approx. 1 hour weekly to update events director (as needed)*