



MOAA Ark-La-Tex Chapter Board Position Description

Title: Newsletter Editor and Advertising Coordinator

Importance of Position: This position is the point-of-contact for all materials published in the Chapter Newsletter. The Editor insures the main communication medium between the Chapter and the membership is presented in a comprehensive manner. This is also the focal point for helping increase advertising revenues and managing the overall advertising efforts.

General Expectations:

- Current member of MOAA and Ark-La-Tex Chapter.
- Aware of MOAA and Chapter by-laws.
- Knowledge of type of articles needed and layout of same.
- Excellent computer knowledge and access.
- Attend 85%-100% of Board meetings.
- Prepare and submit budget input as needed.

Position Qualifications:

- Knowledge in a variety of areas in the communication field.
- Keen knowledge of the military and related organizations.
- Good writing and editing skills.
- Excellent human relations skills.
- Good oral communications skills.
- Foresight in building a working relationship with the varied agencies, i.e., military Retiree affairs, veterans, active duty and public agencies.

Responsible to: Chapter President

Major Responsibilities:

- Utilize MOAA National publication guidelines.
- Set and maintain precedents to maintain a high standard publication.
- Set and meet all deadlines to insure the paper is published on time.
- Insure the Chapter Newsletter meets standards and measures of acceptance.
- Work with Membership Recruitment and Retention Chair to insure the paper meets chapter goals.
- Coordinate with printer to assure timely distribution.

- Contact and schedule advertising.
- Work with the Chapter Webmaster for potentially selling ads thru Chapter website.
- Develop collateral promotional materials to help support the process of selling ads.

Training/Preparation:

- Background in a variety of communication areas, involving a variety of oral and writing skills.
- Work with the previous Editor and Advertising Coordinator for advice from his/her previous experience.

Average Time Commitment: Minimum 30 to 40 hours per month.

Measures of Success:

- Continually access feedback from the membership to ascertain their expectations and needs are met.
- Build an Advisory Group to insure a flow of fresh ideas, and to insure all services are being adequately served.
- Advertising income increases every year.

Prepared by: Tony Wolf

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Date Revised: