

## **Communication & Marketing Director Responsibilities for Landlovers, Inc. and Landlovers Foundation**

The Communication Directors are responsible for external and internal communications and marketing Landlovers activities, fund raising, and philanthropy to our supporters and the community. There are 2 Communication Directors: External Communications and Internal Communications.

### **Internal Communications**

Responsible for formatting, editing, and distributing a monthly newsletter. We publish 9 newsletters annually. September (8/20), October (9/20), November (10/20), December (11/20), January (12/20), February (1/20), March (2/20), April (3/20), May (4/20)

- Newsletter content is submitted by Activity/Event Chairs or Officers and is due the 10<sup>th</sup> of the month
- Newsletter content should publicize special and non-recurring events. Events that occur on a monthly schedule should be accessed via our website.
- A newsletter draft must be proofed by The President and whomever else the President deems necessary
- Email newsletter to all members on the 20<sup>th</sup> of the month either via Constant Contact or our Neon 1 CRM system
- Responsible for sending out Eblasts as necessary.
- Provide graphic advice and support as requested

### **External Communications & Marketing**

Responsible for marketing Landlovers activities, fund raising, and philanthropy to the community. In collaboration with the President, Vice President, and Membership Director create a plan for advising our supporters and the community of the great work Landlovers is doing. Oversee all printed and web messaging, plus communications.

- Place articles in external print publications including but not limited to Twatl, Skidaway Times, and The Skinnie on a monthly, bi-weekly, or weekly schedule based on publication deadlines.
  - Edit articles submitted by Event Chairs or Directors as necessary to consistently promote Landlovers initiatives.
  - Secure covers for key events and fundraisers (Opening Reception, Games Day, Flea Market, Auctionmania, Social Events)
  - Provide the organization with guidelines for submission of publicity requests.
- Share updated information about activities and events with the website content manager.
- Collaborate with Internal communications on newsletter content as necessary.
- Expand Landlovers presence in digital media.
- It is suggested the External Communications Director recruit people to assist with some or all of these initiatives.