



LOS JARDINEROS
Garden Club of Taos

Job Description

Communications Committee

Short Description: The members of the Communications Committee will be responsible for the website and Facebook page, meeting, field trips and other announcement and reminders to members, as directed by the Board of Directors. The committee will assist other Directors with publicity of events and the Tour. The Communications Director will be responsible for preparing the monthly newsletter with input from the Board of Directors, and transmitting it to the membership.

Estimated # of members: 3

Estimated Time per member: An average of 2 hours per month with an extra 1 hour per month in the February and March for setup of the year's events. The Communication Director will have an extra 3 hours per month for Board meetings and newsletter preparation.

Committee Duties:

Website: The Committee will update the website with news and pictures of events, grant project progress (through narrative and pictures), update event list and copy the monthly newsletter to the website. During the four months prior to the Garden Tour, the Tour pages are populated with the poster image, venue descriptions and shopping cart functionality for ticket sales.

The confirmation emails are written and pre-scheduled as ticket purchases occur. Once scheduled there is no monitoring of this function necessary. Rare ticket sale issues are handled by the Treasurer and the Communications Director.

Event Emails: As meetings, field trips and workshops are developed by the Program Committee, the details are entered in the event listings with registration functionality, announcements and reminders scheduled to be sent automatically.

Newsletter: Communications Director will write the monthly online newsletter with submissions from the various directors. The opening "From the Board" article will be written with emphasis on appreciation of Committee works, member accomplishments. The newsletter should be published by the 5th of each month. Any members without email must be sent a copy of the newsletter.

Email Monitoring: The Communications Director will be responsible for reviewing the email account weekly and forwarding emails to the appropriate Director.

Facebook: A committee member will be assigned to post to the Facebook at least monthly. These posts can be upcoming club events, other gardening related events, gardening related information, and local plants sales. The Communication Director will post weekly ad promotions for the Garden Tour from June 1st to July 31st.