

# NSA/NC “Internal Communications” Duties

## IN GENERAL

- Responsible for publishing and mailing 5 publicity postcards a year - in August, October, December, February and April, approximately 10 days before chapter meetings, which occur the following month from each of the above
- Update registration form on back side of each card for each of the above
- Handle Constant Contact (email) to keep database accurate and handle mass emails, which are usually every other week except the three weeks before a meeting, when the mailings are every week
- Send out monthly e-newsletter with member news, articles, calendar (via constant contact)
- Send out e-postcard (a smaller version that simply promotes the next chapter meeting) two or three times prior to chapter meeting
- Send out affiliate e-blast at end of each month for next month
- Periodically send out additional e-mailings as requested or required for special occasions
- Monitor statistics for each of the above (membership numbers, reach, circulation, categories for blast)

## SPECIFIC DUTIES FOR EACH POSTCARD

- Coordinate with program chair to get accurate information
- Get additional information (if needed) and high resolution photos from speakers to supplement what program chair provides
- Keep other board members apprised of dates
- Update template of postcard as required to make sure correct names and dates show
- Update registration form for correct deadlines, dates, instructions
- Get others to help with proof reading
- Set up deadlines for all components of above

## Coordinate with Executive Assistant:

- Find out total number of mailings needed
- Give Exec Assistant any new names from constant contact email list that have been requested to be put on printed mail list
- Mail number of “requested extra” postcards (see below) direct to Executive Assistant
- Get reimbursed for printing of registration fees

## Production

- Design postcard
- Design or edit graphics
- Send postcard to printer approximately 10 days before due at mailing house via upload at website using InDesign 2.02
- Review proof if necessary
- Arrange for delivery of postcards to mailing house and to various members requesting them to use them as publicity

- Coordinate with printer and production house to make sure deadlines are achieved

### **SPECIFIC DUTIES FOR EACH E-MAIL BLAST**

- Coordinate with program chair to get accurate information
- Write introduction.
- Update template of blast to keep consistent but accurate with regards to on-going dates and events
- Solicit additional articles from volunteers and members
- Solicit member news

### **SPECIFIC DUTIES FOR EACH E-POSTCARD**

- Coordinate with program chair to get accurate information

### **SPECIFIC DUTIES FOR EACH AFFILIATE BLAST**

- Coordinate with marketing chair to get accurate information
- Coordinate with affiliated organizations to put their logos, links, and correct information in blast

### **IN COMMON DUTIES FOR ALL ELECTRONIC CORRESPONDENCE**

- Upload images and sounds to personal website to allow for images to appear in newsletter (could be uploaded to NSA/NC website but is not done at this time)
- Place items of interest for members (with links) in newsletter
- Update template of blast to keep consistent but accurate with regards to on-going dates and events
- Devise graphics for visual appeal, readability, and download speed
- Adjust graphics and text to be as “web-ready” as is possible
- Try and remove extraneous HTML from code so those receiving text message via constant contact will be able to view blast with ease
- Get others to help with proof reading if necessary
- Set up deadlines for all components of above and inform chapter
- Check reports after mailing for spam, bounced, blocked, and undelivered emails and adjust or remove mailings
- Get others to help with proof reading if necessary
- Monitor “click through” numbers
- Answer questions, change information, adjust categories, and resolve problems with members regarding blast

### **Coordinate with Board:**

- Update board on statistics, reports, changes, trends, ideas
- Make sure affiliated organizations and other promises made by board are obliged

### **Coordinate with Constant Contact:**

- Technical support as required
- Pay Constant Contact as required (get reimbursed from chapter)
- Abide by Constant Contact spam rules and other regulations
- Make sure web link is in coordination with Constant Contact and chapter needs
- Learn new templates and adjustments as necessary