

# **Membership, Communications & Publicity Co-ordinator**

## **Key Objectives:**

- To grow the membership of the NZ Branch.
- To promote SCD in New Zealand to the widest possible audience.
- To ensure effective communications with members and other dancers.

## **Tasks:**

### **Communication:**

- Provide effective communication with members.
- Communicate and promote the benefits of RSCDS and NZ Branch membership to all dancers.
- Produce the Management Committee newsletter (MAC News).
- Manage the appointment of and liaise with the editor of The NZ Scottish Country Dancer and Kiwi News.
- Coordinate 6 monthly reports to the Scottish Country Dancer (members magazine of the RSCDS)
- Liaise with the Youth Coordinator regarding the production and distribution of the JAM newsletters.

### **Publicity:**

- Raise awareness of SCD amongst the general public by using all available media options.
- Encourage and assist Regions and Clubs in reporting their activities to the general public as often and widely as possible.
- Design and produce SCD promotional material pertinent to the RSCDS NZ Branch Inc and make available to Regions and Clubs.
  - Liaise with RSCDS and make appropriate publicity material also available to Regions and Clubs.

### **Membership:**

- Monitor demographic trends in membership.
- Prepare Membership Communication pertaining to the collection of membership fees and liaise with IT Co-ordinator and Treasurer as required to ensure annual renewal proceeds smoothly.
  - Distribute all information pertaining to the collection of membership fees, collect returns, update membership information in the NZ Branch and HQ databases, and forward returns to the members.
  - Distribute annual membership cards.
  - Action requests from members to update their details
- Distribute new member packs to all dancers joining the RSCDS and NZ Branch for the first time.
- Maintain the email database associated with Mailchimp.
- Maintain and update NZ Branch information in the RSCDS HQ database

- Liaise with the Youth Coordinator regarding JAM membership

**Skills Required:**

- Highly developed communication skills.
- Enthusiasm, motivation, and passion for SCD and for achieving the NZ Branch aims.
- Ability to work effectively as a member of a team.
- Good understanding of advertising and ways of using the media to best advantage for promoting SCD.
- Fully competent user of word processing.
- Public relations/marketing experience desirable.

**Note:**

- Ensure that the membership at large is aware that they are entitled to attend Management Committee meetings, except for those held "In Committee".
- Actively pursue a policy of disseminating information to dancers as directly as possible, taking into consideration that Clubs are the focal point for most dancers.

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