



## Expressions of Interest being sought for

### Publicity and Communications Officer.

With the introduction of the new PMEA website and the move to disseminate information electronically, the Committee is looking for a Publicity and Communications Officer from within the Club membership to support, manage, produce, and disseminate Club communications material.

Within the website, the following areas are now the key sources of communication:

- Home Page – STOP PRESS
- Events Page.
- Photos and Videos.
- STAY TUNED – BI-monthly magazine.
- KEEP TUNED – regular newsletter.

Now, the PMEA Secretary, Gavin Rea emails all members to alert them to any website updates, however, in the fullness of time it is hoped that greater use of the website will eliminate email alerts.

#### The Role.

We require the assistance of a member who is passionate about the club, computer literate and willing to help for approximately one hour a week.

Tasks will basically be as follows:

- Home Page – STOP PRESS
  - Receive information (in **WORD**) from the Committee and input on to the relevant page of the website using **WORDPRESS** (<https://wordpress.com/>). Training will be arranged and if Graeme Smith, David Cawthorn and Gavin Rea have easily managed it, you should not feel daunted. This takes 5 minutes weekly.
- Events Page.
  - Most of the updates are undertaken by David Cawthorn however it would be good to have the Publicity and Communications Officer as back up.



- Photos & Videos.
  - Most of the Clubs photos and videos are produced by our incredibly talented Videographer, John Kaye, with input from others. John uploads the videos to **YouTube** and provides links for the website and photos are uploaded to **Dropbox** to be input to the website. This takes approximately 30 minutes a couple of times a month (following our Sunday Runs etc.).
  
- STAY TUNED – BI-monthly magazine.
  - Our dedicated Editor, Andrew Willoughby currently collects and sources material and produces the magazine in **WORD**. The document is forwarded to and “tweaked” by Gavin Rea and emailed to external printers. These are collected by our dedicated member Bryan Kohlhoff and posted to approximately 15 – 20 members who prefer a hard copy. The magazine is also saved in **PDF** to be added to the website. It is the Committee’s desire to streamline this process with only an online magazine produced. The Publicity and Communications Officer will work with Andrew Willoughby to develop a new format for the magazine to allow it to be website user friendly.
  
- KEEP TUNED – regular newsletter.
  - The newsletter is seen as the primary source or more immediate information on upcoming meetings and events and updates of many other issues e.g., upcoming AGM, membership fees being due etc. **WORD** text is prepared by President, Kerry Benson, Vice President & Events, David Cawthorn, and others as required and uploaded to the website weekly (pre a general meeting and pre a Sunday run) and usually takes approximately 15 minutes a week.

It is hoped this does not sound too daunting and if you are interested or wish to discuss, please contact Graeme Smith. [treasurerpmea@bigpond.com](mailto:treasurerpmea@bigpond.com)

We look forward to hearing from members who would like to work with our friendly and supportive Committee.