



SEMI AHMOO YACHT CLUB

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www.SEMIAHMOOYACHTclub.ORG

SEMI AHMOO YACHT CLUB EXECUTIVE OFFICER POSITION DESCRIPTION

POSITION

The Communications Officer is elected by the membership annually at the General Meeting for the Nomination of Officers

General Description:

Works closely with SYC Board of Directors and Committee Chairs to ensure that the Club's communications are clear, professionally produced and distributed in a timely manner.

Maintains effective working relationship with Communication's Team, which includes: Newsletter Editor, Annual Committee Chair, Public Relations Chair, Webmaster, Reciprocal Chair and Club photographers.

Responsibilities: In addition to Executive Board General Responsibilities described in the SYC Incorporated Bylaws and as per Bylaw Sections 6 and 11 of Article XI, the Communications Officer is responsible for overseeing the following:

- 1) Publication of Borderlines (SYC Newsletter). The preparation for Borderlines requires collecting Club news and other relevant information and the drafting, editing and publication of the Borderlines newsletter. SYC currently uses the Mailchimp software for drafting, editing and publishing Borderlines.
- 2) Publication of special Club announcements to support Club events and other necessary and specific communications. Special announcements require collecting information from Club Officers and members and coordinating the publishing of special announcements.
- 3) Notifying and coordinating with the Webmaster for communications that are to be published on the SYC Website.
- 4) Overseeing the function of the Communications Team:
 - Newsletter Editor (currently filled by Communications Officer)
 - Annual Committee Chair (Dave Short)
 - Public Relations Chair (Colleen Hardman)

- Webmaster (Jeff Morris Reade)
- Reciprocal Chair (Vic Childs)
- Club photography (Leslie Carpenter)

Following is a timeline description of important events:

Monthly:

- Borderlines
- Special announcements

January:

- SYC Dues collection announcements
- Annual Membership information update announcements

February:

- SYC Dues collection announcements
- Annual Membership information update announcements
- AGM (Annual General Meeting) event announcements
- Oversee printing of Membership Cards

March:

- SYC Dues collection announcements
- AGM (Annual General Meeting) event announcements
- Final artwork and Annual ready for print (to be available by Opening Day) – best if completed by April 1

April:

- Opening Day event announcements

May:

- Opening Day event announcements
- Annual distribution (Opening Day, local marinas, mail)

June:

July & August:

September:

October:

- Annual process begins
- Special announcements for Commodore's Ball

November:

- Annual process continues
- Special announcements for Commodore's Ball
- Special announcements for Club Christmas Party
- Special announcements for SYC Membership Dues

December:

- Special announcements for SYC Membership Dues
- Annual process continue

Other:

Prepared by: Tim Myers

Date: October, 2018