

GRAND VALLEY TRAILS ASSOCIATION

Volunteer Job Description - Board Members



Title: Publications Director

Purpose: To manage all the publications of the GVTA.

Responsibilities:

- Work with and recruit when necessary, a team of publication volunteers consisting of
 - Technical Editor of Trail Markings
 - Managing Editor of Trail Markings
 - Guidebook Team
- Create or work with a volunteer to create a Landowners' Bulletin published at least once a year at Christmas and if possible just before the AGM in April.
- Create or work with a volunteer or a professional to create a GVTA brochure for distributing to the public.
- Keep on-going record at Board meetings of articles needed for each newsletter and communicate with directors and newsletter editors well before the deadline for the newsletter
- Coordinate efforts with guidebook team to keep on-going records of guidebook changes including text, maps and possible additions needed for the next edition.
- Monitor the need for producing the next edition of guidebook and organize the production of it when it becomes necessary.
- Monitor the need for and production of new membership cards, other printed material, and crests/chevrons as needed.
- Create or work with a volunteer to create advertising materials in the form of fliers for distribution to the public.
- Develop a working rapport with the companies with whom we do publishing business
- Advertise sales for trail markings
- Provide for orderly succession by training an assistant.
- Up date job description if needed.
- Work closely with Marketing Director to ensure consistency of GVTA image in publications
- Provide a monthly status and activity report to the Board of Directors.

Qualifications:

Enjoy talking to and meeting with people. Volunteer coordination experience would be helpful. Be willing to search out volunteers to help with the wide range of responsibilities with this position. Have a creative touch and working knowledge for computer

- Detail oriented
- Proofreading
- Computer Skills
- Creativity
- Ability to work with others
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Resources:

- o Vehicle, Computer, Internet, E-mail
- o Software – Micro Soft Office 2003 or higher

Relationships:

The building of good relations with GVTA members, volunteers, board of directors and suppliers is important to building a good publications team. Contact with the publications team and board of directors will be via email with monthly board meetings and the possibility of committee meetings when needed.

Time Commitment:

Serve on the Board of Directors of the GVTA, attending 10 board meetings and the AGM each year. Board meetings held the first Tuesday of each month excluding the months of July and January. The location is the Alan Reuter Centre in Cambridge (Preston). Additional time commitment would be approximately 5 hours per week.

Benefits:

- You can play an important role in communicating with the GVTA membership and the public.
- You can use your creative talents and be innovative in the production of interesting publications materials.
- You will be helping to promote hiking and volunteering in the GVTA.
- Your work will be valued by the Board of Directors and by the membership.