

Grand Valley Trails Association

Volunteer Job Description (revised September 2010)



Volunteer Position: Technical Editor of *Trail Markings* (GVTA Quarterly Newsletter)

Purpose of Role

The main purpose of this role is to format the newsletter.

General Procedure

- Collect content via email from the Managing Editor, the Advertising Coordinator, Advertisers, and the Hikes Coordinator
- Format the newsletter
- Send the draft newsletter for proofing and approval to the Managing Editor
- Send the final copy to the printer electronically

Responsibilities

1. *Advertisements* - Ads arrive one at a time, to be placed in an e-folder until ready for layout. Compile a summary sheet of advertisers/ size requested and send it to the Advertising Coordinator for verification. When starting a new issue, lay out ads first, as their size is fixed. Occasionally an advertiser will request help with formatting the content of the ad. If time permits during the production of an issue, send a PDF proof of the newsletter page containing the ad to the advertiser for verification.
2. *Main Content* - Prior to the quarterly submission deadline, collect content from the Managing Editor. Based on this content, determine:
 1. Order of priority (follow advice of Managing Editor in most cases)
 2. Space needed for placement of each item/ photo/ feature
 3. Which items are recurring from previous editions (and may require updating)
3. *Hikes* - The list of hikes and events usually occupies 1/3 of the newsletter space. This content requires some minor formatting for consistency, and can be either stretched or condensed to fill allotted space.
4. *Newsletter Drafts* – Send the completed newsletter as a draft for proofing/ editing to the Managing Editor. Usually two or three drafts are required before the final edition is ready to print.
5. *Printing and Distribution* – Send the electronic files to the printer via their website. Send Email reminders to:
 1. The Membership Coordinator, who advises the printer on the correct number of copies to print
 2. The direct-mail distributor, who addresses and mails the newsletters to members

Qualifications

There are two levels of skill that a volunteer can have to be successful in this role.

Level One:

Level One skills produce an easy-to-format newsletter; that is, double-sided and stapled in the corner. The number of pages can vary with each issue.

This level of skill requires a basic proficiency with:

- Microsoft Word
- email communication
- maintaining organized e-files
- basic photo editing
- creating PDF files

Level Two:

Level Two skills produce a booklet-style newsletter with pages numbering in multiples of four. This style requires additional formatting so that content fits accurately within the fixed number of pages. This level of skill requires an intermediate/ advanced proficiency with Level One skills as well as desktop publishing software, such as Microsoft Publisher.

Newsletter Team:

- Publications Director
- Managing Editor
- Technical Editor
- Advertising Coordinator
- Hike Coordinator
- Membership Coordinator
- Treasurer
- Advertisers

Most contact with the team will be via email. The building of good relations with advertisers is important to the GVTA as this helps to pay for the newsletter. Any technical problems are discussed with the Publications Director who will help find solutions.

Time Commitment

- About 12 to 15 hours, 4 times a year.
- A one to two year commitment.

Newsletter Deadline Dates

Spring Issue - February 10 Summer Issue - May 10
Fall Issue - August 10 Winter Issue - November 10

Travel Commitment: Minimal**Benefits**

- Play an important role in communicating with the GVTA Membership
- Help to promote hiking and volunteering in the GVTA
- Develop your computer skills to organize and be creative in designing a newsletter
- Gain experience working with a volunteer team
- Your work will be valued by the Board of Directors and by the membership

Contact

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