

Communication & Marketing Director Responsibilities for Landlovers, Inc. and Landlovers Foundation

The Communication Directors are responsible for external and internal communications and marketing Landlovers activities, fund raising, and philanthropy to our supporters and the community. There are two Communication Directors: External Communications and Internal Communications.

External Communications & Marketing

Responsible for marketing Landlovers activities, fund raising, and philanthropy to the community. In collaboration with the President, Vice President, and Membership Director create a plan for advising our supporters and the community of the great work Landlovers is doing. Oversee all printed and web messaging, plus communications.

- Place articles in external print publications including but not limited to TWATL, Skidaway Times, and The Skinnie on a monthly, bi-weekly, or weekly schedule as dictated by publication deadlines.
 - Edit articles submitted by Event Chairs or Activity Directors as necessary to consistently promote Landlovers initiatives.
 - Secure covers for key events and fundraisers (Opening Reception, Games Day, Flea Market, Auctionmania, Social Events)
 - Provide the organization with guidelines for submission of publicity requests.
- Collaborate with Internal communications on newsletter content as necessary.
- Expand Landlovers presence in digital media where there is added value to our communications effort
- It is suggested the External Communications Director recruit people to assist with these initiatives.

Internal Communications

Responsible for formatting, editing, and distributing a monthly newsletter. We publish 9 newsletters annually on the 20 of the month from September to May. August begins the annual cycle for the September newsletter.

- Newsletter content is submitted by Activity/Event Chairs or Officers and is due no later than 10 of the month
- Newsletter content should publicize special and non-recurring events. Events that occur on a monthly schedule should be accessed via our website.
- A newsletter draft must be proofed by The President, the content contributors and others as the President deems necessary
- Email newsletter to all current members on the 20 of the month either via Constant Contact or our Neon 1 CRM system
- Support the website manager as needed to confirm content on Activities and Events
- Responsible for sending out e-blasts as necessary.
- Provide graphic advice and support as requested.