



U.S. MASTERS SWIMMING

Position Description:

Position title	LMSC Communications Chair (newsletter/webmaster). Generally speaking, the role of LMSC Communications is often fulfilled by more than one person, and with more than one position.	
Start date / End date or Term length	Ongoing	Elected or appointed position, term varies by LMSC.
Estimated hours/days required per month	Varies. Typically 5 to 10 hours per month minimum	
Reports to	LMSC Chair and/or LMSC Board	
Direct Reports	May be Newsletter Editor, Webmaster, Secretary, Registrar, or other content providers.	
Role overview and purpose, and how it relates to the organization's mission		
<p>One of the most critical functions within an LMSC is communication with members. With the quickly changing face of Information Technology there are many ways to get the word out. Websites, email, social media, electronic/hard copy newsletters are the most common methods utilized today. Each LMSC should analyze its situation, including volunteer and professional availability and budget to determine how to proceed. Some LMSCs have separate positions for Newsletter Editor and Webmaster, while others have a Communications Chair. And in many LMSCs, both the Secretary and Registrar also contribute to member and former member communications. In all cases, it is good practice for LMSC Boards to review or develop a formal communications plan, to assure that expectations are shared and understood, and that exchanges to/from members are coordinated. Some LMSCs pay for professional services to support their communication needs.</p>		

Key responsibilities

General Communications (website, newsletter and/or email):

- Assure that regular communications are sent to all registered members
- Determine what information is to be distributed and how. Potential items include: member and club registration forms, Meet and Clinic entry forms and/or links to on line entries, articles of interest to swimmers, meet results, meeting minutes, and records)
- Obtain periodic member email address updates from the Registrar to enable effective distribution of email communications.

Newsletter Editor

- Recruit members to contribute articles, either personal accounts or relevant publications.
- Work closely with a Graphic Designer, if one is involved.

Webmaster

- Post items listed in LMSC Standards (http://www.usms.org/admin/lmschb/gto_lmsc_standards.pdf)
- Post items per LMSC policy
- Keep website registration current
- Create and maintain distributed content. Keep content relevant and current by updating frequently.
- Work with the application service provider, when applicable.

Key deliverables

Newsletter editors

- Publish LMSC newsletter according to planned schedule
- Submit final newsletter publication for print and/or electronic delivery

Webmasters

- Update web design and content with approved information
- Renew web site hosting contract as needed

Recommended skills, experience and attributes

Newsletter editors

- should have good writing skills, paying special attention to spelling and grammar.
- should know how to use the publishing software that has been selected (i.e., MSWord, etc.), or be willing to learn how to use the software recommended for such communications.
- working knowledge of photo editing

Webmasters

- should have experience with web development, or be willing and able to communicate with others who have web development skills.
- should know how to use the web development tools that have been selected or be willing to learn the basics of the tools used to keep the website current.

Recommended training

- Develop and periodically review an LMSC Communications plan to share expectations about who communicates, how they communicate, for what purpose and to what audience.
- Review Communications and Webmaster material located in GTO (<http://www.usms.org/admin/lmschb/>).
- For Web Site Administration, check out <http://hosting.usms.org/>.

Benefits for the volunteer

- Opportunity to personally engage members.
- Knowledge gained from researching or proofing articles related to swimming.
- Build on existing skills by targeting an audience that shares your passion for swimming.
- Expand knowledge of communication technology platforms.
- Broaden understanding of nonprofit communications.
- Participate in nonprofit board decision making and policy matters.
- Gain satisfaction from playing an integral part in the role of the LMSC - disseminating information to interested participants.

Benefits to USMS

- Quality local communications for free.
- Provides a means to advertise and promote local, regional and national USMS events to encourage greater member participation.
- Improve communications between national and local levels.
- Promotion of USMS resources and services connected to membership value.
- Help recognize local volunteer performance and contributions.

Other requirements of the role

- Good photography skills, an understanding of the media and good delegation skills.
- Effective succession planning, by offering to train and educate the new volunteer.