



Alpaca Breeders of the Rockies, Inc.

Director - Communications

<p>Purpose</p>	<p>Responsible for ABR's overall communications with members including 'Paca Parade quarterly newsletter, ABR's website and e-mail blasts. Responsible for all aspects of Membership for the Alpaca Breeders of the Rockies.</p>
<p>Position Duration</p>	<p>Elected per ABR By-Laws by farm membership for two year term. Term begins in odd numbered year.</p>
<p>Tasks</p>	<ul style="list-style-type: none"> <li>• Establishes budget for Communications and Membership yearly.</li> <li>• Responsible for issuing communications to ABR members.             <ul style="list-style-type: none"> <li>- Receives and approves all e-mails to be sent on behalf of ABR.</li> <li>- Send a hard copy of e-mails via U.S. Postal Service to members without e-mail addresses.</li> </ul> </li> <li>• Coordinate with Secretary and volunteers at the registration desk at Quarterly Meetings.             <ul style="list-style-type: none"> <li>- Provide ABR Secretary with current membership listing before quarterly meetings.</li> <li>- Notifies the ABR Secretary and the registration desk volunteers of any new members that will be attending the next quarterly meeting.</li> <li>- Recognize the new members at the quarterly meeting.</li> </ul> </li> <li>• Responsible for ABR website             <ul style="list-style-type: none"> <li>- Reviews web site for any changes, corrections, deletions, etc.</li> <li>- Receives and reviews information to be placed on website.</li> <li>- Act as liaison between ABR BOD, ABR membership and webmaster.</li> <li>- Supports Website Committee</li> </ul> </li> <li>• Responsible for 'Paca Parade newsletter.             <ul style="list-style-type: none"> <li>- Establishes duties for newsletter positions.</li> <li>- Supports Newsletter Committee.</li> <li>- Establishes criteria, costs for ads and due dates.</li> <li>- Establishes dates for mailing of newsletter.</li> </ul> </li> <li>• Evaluate and review future communication avenues.</li> <li>• Oversees maintenance of the ABR Membership database.</li> <li>• Oversees handling yearly ABR membership drive.             <ul style="list-style-type: none"> <li>- Send current information and renewal letter to members</li> </ul> </li> </ul>

	<p>along with the membership survey (if any).</p> <ul style="list-style-type: none"> <li>- Obtain AOBA listing of members in the ABR support region.</li> <li>- Send membership and solicitation letter to AOA members within the ABR region that are not currently ABR members.</li> <li>- Prepares and issues yearly letter from ABR BOD welcoming renewing and new members to ABR.</li> <li>- Issues Welcome packet and gift (if any) to new members and invite to next quarterly meeting.</li> <li>- Contacts members who do not renew to find out why. Share information with ABR BOD.</li> <li>- Provide membership article to ‘Paca Parade.</li> <li>•</li> <li>• Supports the Membership Committee</li> <li>- Reviews ABR Membership Benefits and dues yearly.</li> <li>- Proposes changes to the yearly benefits of joining ABR and the levels of membership and dues with ABR BOD approval.</li> <li>- Issues yearly communications to members regarding the benefits of joining along with the explanation of the membership levels and corresponding dues.</li> <li>- Responsible for issuing yearly ABR Membership Directory.</li> <li>- Provides current membership numbers at each ABR BOD’s meeting.</li> </ul>
<p>Liaison &amp; Oversight Responsibilities</p>	<ul style="list-style-type: none"> <li>• Board of Directors</li> <li>• ABR Secretary</li> <li>• ABR Membership</li> <li>• Membership Committee</li> <li>• AOA Membership Services</li> <li>• Newsletter Committee</li> <li>• Website Committee</li> <li>• Website Administrator</li> <li>• Administrative Services</li> </ul>
<p>Updated</p>	<p>February, 2011</p>