

Dietitians in Business & Communications (DPG-32) Position Description

TITLE: **MARKETING AND COMMUNICATIONS COMMITTEE: TAKE 5 EDITOR**

TERM: One year; appointed by Chair or Chair Elect, Non-Voting

PURPOSE: Plan and coordinate content for monthly Take 5 E-Newsletter.

SKILLS NEEDED: Knowledge of DBC and the Academy communication guidelines, strong background in both marketing and communications. Newsletter experience preferred.

REPORTS TO: Marketing and Communications Director

COMMUNICATES WITH: DBC Chair, Creative Designer, DBC Administrator

REPORT FREQUENCY: Contributes to Monthly Marketing and Communications Committee Report as needed

RESPONSIBILITIES:

1. Compile monthly roundup of member focused communications, including:
 - a. Academy and DBC events and announcements
 - b. DBC “evergreen” benefits promotion
 - c. Other requests as needed from DBC Leadership
2. Refer to and organize newsletter content from multiple sources:
 - a. DBC Leadership Communications Request Form
 - b. Communications Calendar
 - c. Eatright Weekly
 - d. Academy Social Media Toolkit
 - e. Monthly Admin Bulletin
 - f. Executive Committee, Program Directors, and DBC Administrator
3. Implement original ideas or build on ideas generated by the Marketing and Communications Director to draft a monthly newsletter “theme” with a corresponding subject line and introduction paragraph.
4. Utilize Google Docs template for newsletter format.
5. Ensure cohesive visual representation of events/announcements:
 - a. Utilize Canva graphics created by Creative Designer
 - b. Request additional graphics from Creative Designer as needed
6. Verify included links in the newsletter are accurate and live.
7. Submit finalized draft first to Marketing and Communications Director for edits, then to DBC Chair and DBC Administrator
 - a. DBC Administrator will transpose draft into eblast platform and provide test for review
 - b. Take 5 Editor and Marketing and Communications Director provide the “final eye” and approve for deployment
 - c. Aim to submit draft to DBC Administrator and Chair no later than the second week of the month, in order to deploy the third week of every month
8. Participate in Marketing and Communications Committee meetings.
9. Review and propose updates to the job description and work plan timeline annually, maintain files in Basecamp as needed, and assist in training successors.
10. Complete other duties as mutually agreed upon.