



THE PROBUS CLUB OF BURLINGTON LAKESHORE

Newsletter / Hi-Lites Editor

1. Produce and distribute the Hi-Lites newsletter on a monthly basis. This involves:
 - Contacting members of the management team in advance to solicit articles,
 - Using Microsoft Word or other newsletter software to organize articles along with supporting photos into a finished newsletter,
 - Uploading completed newsletter in PDF format to the club website and updating the website link to access newsletter from the website,
 - Preparing an email using MailChimp or other email distribution software to forward a link to the newsletter to all members,
 - Keeping the membership email addresses up to date in the email distribution software from information forwarded from Membership Chair,
 - Sending a hard copy of Hi-Lites by Canada Post to members that have chosen not to receive electronic version:
 - Printing and photocopying newsletter
 - Preparing mailing labels and return address labels
 - Stuffing and mailing,
 - Forwarding, by email, the newsletter to other Probus Clubs and Probus Canada.



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2. Maintain the club website by:

- Keeping the domain name current and functional through Hostgator, including paying the annual service fees for web hosting,
- Keeping website content current using Wordpress software or equivalent by:
 - Receiving content periodically from Management team
 - Keeping the calendar of events current
 - Adding the Hi-Lites newsletter monthly
 - Periodic changes to format to keep site fresh
 - Discarding out-of-date content on as needed basis.

(Time estimate: 4 – 6 hours per month)