

York Singles Club

*A volunteer-based, not-for-profit, social club
based in York Region, Ontario, Canada, established May 1999*

Director of Publicity

The Publicity Director performs five communication functions:

- a) Ensures that York Singles public service announcements (PSAs) appear in a selected number of on-line and print publications (where there is no cost associated) and attempts to broaden the Club's reach by finding new promotion opportunities.
- b) Monitors and provides input to the York Singles web site which is updated by another member who is interested in web design. This could involve preparing google docs for surveys, etc.
- c) Monitors York Singles email correspondence and either responds to questions from members or potential members, or forwards to appropriate executives in a timely manner.
- d) Maintains an updated membership list via the membership director and distributes it electronically on a regular basis, and sends out materials, i.e. mid-month newsletter, event instructions, bulletins, to the members when requested by other executive members.
- e) Promotes past events and upcoming general meetings via Facebook. Posts 2-3 Facebook Ads for recruiting new members, usually around June, September and January.
- f) Ensures that the most current governance records including the Constitution, Bylaws, Code of Conduct, and minutes of executive and regular meetings are stored on the website.