



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.</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"> • Establishes budget for Communications yearly. • Responsible for issuing or delegating communications to ABR members thru e-mail. <ul style="list-style-type: none"> - Receives and approves all e-mails to be sent on behalf of ABR. • Responsible for ABR website <ul style="list-style-type: none"> - Reviews web site for any changes, corrections, deletions, etc. - Receives and reviews information to be placed on website. - Act as liaison between BOD, membership and webmaster. • Supports and serves on Website Committee • Responsible for 'Paca Parade newsletter. <ul style="list-style-type: none"> - Establishes duties for newsletter positions. • Supports and serves on Newsletter Committee. <ul style="list-style-type: none"> - Establishes criteria, costs for ads and due dates. - Establishes dates for mailing of newsletter. • Coordinates with Director – Membership for accurate mailing information • Evaluates and reviews future communication avenues. • Liaison between ABR and ARI.
<p>Liaison & Oversight Responsibilities</p>	<ul style="list-style-type: none"> • Newsletter Committee • Director - Membership • ABR Membership • Website Committee • Website Administrator • Board of Directors • Conduit for information between ARI and Affiliate
<p>Updated</p>	<p>March 4, 2007</p>