

TACAMO Community Veterans Association Newsletter Manager Volunteer Job Description



Newsletter Manager Job Description

TCVA's Newsletter Manager is responsible for creating engaging newsletters managing subscriber databases, planning, and implementing email campaigns, and analyzing campaign performance.

Job responsibilities include, but are not limited to:

- Write, edit, compile, and produce TACAMO Trailing Wire quarterly newsletters, working independently as well as closely with the TCVA Board of Directors, TACAMO Historian, and others as needed
- Work with the TCVA Board of Directors to determine quarterly newsletter content, create short-term and long-term newsletter schedules, and a newsletter workflow calendar.
- Collect and edit newsletter articles; write articles as necessary
- Monitor key metrics to help inform the TVCA Board of Directors of the ongoing newsletter strategy.
- Help develop ways to gain new members and re-engage inactive members
- Meet deadlines for the email blast, posting on webpage, and Facebook page and groups

Manager Requirements:

- Background in Journalism, English, or Communications preferred.
- Three to five years of editorial experience, preferably writing and editing newsletters
- Ability to adapt to TCVA's style guidelines.
- In-depth understanding of audience engagement strategies.
- Proficiency in Canva and Adobe PDF.