



Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

***Embroidery Canada* Editor**

Job Description

Date: 2020-08

Next review date: 2022-05

Type: Appointee

Reports to: Communications Director.

Term: Minimum two-year term, to be extended in two-year increments upon board invitation but this can be extended as this is an appointment, not an elected position

Function

To edit, produce and mail quarterly issues of *Embroidery Canada* (EC) for distribution to all members in August, December, April, June

Duties

- Determine editorial content and themes, and produce an annual editorial calendar in consultation with the editorial committee and the communications director
- Lead the preparation of all issues of *EC*
- Solicit, edit, compile and produce information and material for *EC*
- Update information *EC* regarding Board of Directors, chapters, etc. as supplied by the communications director
- Review and edit, where necessary, articles submitted to *EC*
- Review and consolidate items of interest to embroiderers, such as shows and news releases
- Keep in contact with the membership director and mailing company to ensure a smooth transfer of information and mailing of *EC*

- Work closely with the EAC/ACB photo editor to ensure high quality photography reproduction for *EC*
- Work closely with the ad manager regarding placement and prepress of all advertisements to ensure advertising commitments are met
- Provide a proof of ad to the client via the design house to ensure correct information
- Work closely with volunteers who are re-graphing or creating illustrations for submitted projects
- Identify article order and priority in a mock up for the graphic designer
- Liaise with graphic designer to ensure appealing layout
- Work closely with the proofreading volunteers to make all necessary corrections and revisions to each issue of *EC*
- Forward a final draft of *EC* to the communications director and EAC/ACB president before printing begins
- Liaise with the printer to ensure high quality printing of *EC*. Liaise with mail service to ensure timely distribution
- Submit written reports to the communications director prior to board meetings and prior to the AGM, following the time line in the call for reports
- For each issue, update the online financial spreadsheet to include contributor payments, expenses, ad revenue, etc.
- Submit expense statements to the treasurer for each issue
- Work with the communications director to prepare a budget for *EC* based on estimated expenses
- Network with EAC/ACB membership to identify their needs, talents and ideas
- Establish advertising rates with approval of the EAC/ACB Board of Directors

Final year of term

- Work with new appointee to teach position for a smooth transition

Time Commitment

- Four to 12 hours a month receiving and editing submissions
- One to three hours a month for collaboration with team members and updating team activity list
- Additional time as necessary to respond to correspondence, etc.

Meetings to Attend

- Communications team quarterly online meetings
- Communications meetings at the seminar (if attending seminar)

Skills Required

- Excellent editing skills
- Good command of the English language
- Knowledge of copyright
- Understanding of the technical requirements for printing success
- Ability to learn and use technology
- Excellent communication skills, tact, diplomacy
- Problem-solving skills
- Interest in needlework
- Team player and the ability to work independently
- Organized, detail-oriented individual
- Flexibility, a strong customer service attitude, thoroughness
- Ability to see projects through to completion

Skills Developed

- Improved editing skills
- Improved lay-out skills
- Improved understanding of technical requirements for press printing
- Improved problem-solving and technical skills
- Improved interpersonal skills working as part of an integrated team of appointees
- Knowledge of the operation of communications for EAC/ACB