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# PUBLICATIONS

### 1. PUBLICATIONS DIRECTOR

The Publications Group is responsible for SDA's newsletter, website and social media.

### 2. PUBLICATIONS

#### A. NEWSLETTER

The Newsletter, *SDA News*, is published 6 times a year in February, April, June, August, October, and December. The Publications Director is responsible for organising content, layout, and distribution. The various sleep disorder coordinators are expected to regularly contribute content relevant to their area. In the absence of sleep disorder teams/coordinators, the Publications Director is responsible for providing relevant quality content. The Marketing Director is responsible for any adverts or inclusion relating to our partners or other sponsors. The Membership Director is responsible for providing an updated member list prior to each newsletter.

The Newsletter is distributed to members, with a few complimentary copies going to medical professionals and other relevant stakeholders.

#### B. WEBSITE

The website is maintained on a continuous basis and updated as new content becomes available.

Duties required of this role:

- i. Maintaining/further develop and troubleshoot any issues with SDA's Wix website.
- ii. Adding and updating content. Assist the sleep apnea team with used CPAP adverts.
- iii. Provide website performance and activity reports to the Board.

The Finance Director is responsible for processing the payments for the used CPAP advertising and all other costs relating to the website.

#### C. SOCIAL MEDIA

- i. Content management – publish, and share engaging content. Sleep disorder teams/coordinators are responsible for producing content relevant to their specific sleep disorders. In the absence of sleep disorder teams/coordinators, the Publications Director is responsible for sharing content relevant to a range of sleep disorders.

- ii. Use social media to promote local and national projects and events (ensure brand consistency by collaborating with other SDA officers).
- iii. Keep social media accounts up to date. Also, communicate with followers, respond to queries and monitor activity.
- iv. Work with the Marketing Group to analyse social media insights to guide future social media campaigns.
- v. Admin Facebook support group.

The Publications Director role would require a commitment of approximately 5-10 hours per week, however some weeks will require less, and others more eg; leading up to the publication of each newsletter every 2 months.

All roles are done remotely (from home) so you will need a reliable computer and internet connection.

You will need to have experience with:

- a) MS Word and Excel
- b) Google Workspace
- c) Adobe or another PDF editor
- d) PowerPoint, Canva or other platform that enables you to create online visual content.
- e) Facebook business pages and groups, and preferably Instagram and Twitter
- f) Wix websites – you do not have to have advanced experience but you do need to have used Wix at the level of being able to add and edit content.
- g) MailChimp - this is how we produce our newsletter. We are however, open to other ways to produce our newsletter. If you are experienced in an alternative way of producing a digital newsletter, please let us know.

It requires a person with:

- a) effective written and verbal communication skills
- b) demonstrated administration experience
- c) planning and organisational skills
- d) integrity and reliability
- e) a commitment to meeting deadlines and following through on tasks.

Please also note, as these are Board positions, you are required to be a member of SDA and you will also be required to attend Board meetings (held via Google Meet). There is usually no more than one meeting every 4-6 weeks.