

Duties of the Club Editor



Editor skills and general duties

- Club editors have the role of making Key Club known within the community. The editor is the advertiser, the communicator, and the public relations officer.
- Make sure the public and club are informed about the service Key Club is doing and will be doing.
- Use technology for communication and marketing.
- Utilize various forms of communication, including wikis, websites, text messaging and e-mail
- Be creative.
- Be proficient in and follow the Key Club graphic standards.
- Keep an updated copy of the Key Club graphic standards CD.
- Make sure Key Club magazine and district publication are distributed for all members to read about the exciting service Key Clubbers are leading.
- Send articles to the district publication. Contact your lieutenant governor or district administrator to learn how to submit your stories.
- Submit articles to the Key Club magazine.

Communicate in the community

- Develop and/or order membership recruitment materials for club growth efforts.
- Make public service announcements, contact local media and send articles to community newspapers.
- Create media releases for club service projects.
- Complete and submit a mayoral proclamation in honor of Key Club Week.
- Order helpful materials from Key Club International by calling 1-317-875-8755, ext. 411, or download materials at www.keyclub.org/downloads.

Document club service and programming

- Take pictures at meetings and events. Take responsibility of the club camera, if your club has one, very seriously.
- Save all published newsletters, signs, calendars and banners.
- Optional: Organize pictures and club events, meetings and overall work in a scrapbook to be entered in district and international contest (when applicable).

Manage club communication

- Ask members in a meeting or use member information to determine what communication method best fits each member's needs.
- Post a calendar of events to publicize meetings and upcoming projects.
- Make morning announcements, posters, signs and banners to promote projects and meetings.
- Visit www.keyclub.org to see current Key Club news and upcoming events.
- Produce a bimonthly or monthly newsletter.

Suggested duties

- Create a website or wiki or maintain the current one.
- Manage and update weekly a bulletin board in your meeting location or school.
- Take the lead to celebrate Key Club Week. Use the special resources at www.keyclub.org/keyclubweek each fall to get your club well known in your community.

Additional duties

- Work with the editor-elect and help him/her prepare to take over your job next year and provide and complete technology training where necessary.