

MGANM Technology Chair

Job Description

Job Summary:

The MGANM Technology Chair manages three technology-related areas: Website, social media, and Mail Chimp for the Real Dirt on-line newsletter and email. Maintains accounts, login information and passwords on all accounts. Works with others on back-up and support. Receives content and photos from others. The goal of the website management is to maintain a simple, yet informative, site that is easily used by all ages and audiences. The use of Facebook is an extension of the website as well as a way to network with people and organizations. Mail Chimp is a program that is used to publish the Real Dirt and used to email MGANM information to members or the public.

Job Duties:

1. Maintains log-ins and passwords for all online accounts including MGANM website, social media, and MailChimp.
2. Works with an outside consultant, currently ProWeb Marketing, who hosts and maintains the functionality of the website to manage aspects of the website. such as title fonts, colors and such. ProWeb can assist with all changes and updates.
3. Ensures that the website is kept up-to-date.
4. Creates social media posts and re-shares posts (from external sources), photos, and events that adhere to the Master Gardener Code of Conduct as laid out in the Master Gardener Manual.
5. Creates and maintains a template inside MailChimp to use for all Real Dirt publications. If any changes to this template are to be made, ensure that the Real Dirt team supports the changes. While the publisher has vast control of creativity with the online format, it is important to value the input of all team members and ensure that they are proud of the final product.
6. Attends Board Meetings and Membership meetings.
7. Assists the MGANM Board by emailing mass messages to members and others via Mail Chimp. Creates and maintains a template inside MailChimp to use for general email purposes. These emails can be used to disseminate information to all Real Dirt readers or subpopulations such as Current MGANM members.

Approved
3/3/16