

BMW Motorcycle Club Policy Document

BMW Motorcycle Club
Aotearoa New Zealand



Policy Name **Role Description – Editorial Overview**

Initiated By

Document Owner(s)	
BMW Motorcycle Club Board	

Policy Version Control

Version	Date	Author	Change Description
1	Aug 2019	Dave Ross	Document created on behalf of the Board
2	January 2020	Dave Ross	Document updated

Editor – (Editorial Overview)

The Editor is responsible for the overview of the production and distribution of the club's monthly digital Newsletter.

Desirable Attributes:

The Editor is:

- organised
- able to keep accurate records
- an excellent communicator
- able to develop good relationships internally and externally

Specific duties include but are not limited to:

- The role is less about creating content but more about project managing monthly production.
- The Newsletter is assembled in a Google Document held at Nettl with the final assembly also completed by Nettl (See note 1 below)
- Editor has full access to all parts of that document for both proof reading and ensuring content has been supplied.
- Ensure that content meets the club's needs, and follows the BMW style guide.
- Verify content and information before publication.
- Work with the design team to ensure a user-friendly experience. (See note 2 below)
- Organise, modify and update monthly content as necessary
- Able to undertake basic research using the current tools (See note 3 below)
- Collaborate with members, Area Reps and Board around creative content ideas, keeping our audience in mind. (See note 4 below)
- Distribution of the Newsletter is currently via Mail Chimp (See note 5 below)
- Editor's Award at the National Rally (See note 6 below)

- Liaise with existing Magazine Advertisers to ensure ongoing insertions
- Actively seek new advertiser with assistance from the wider membership
- Issue annual invoices to advertisers with copies to the Treasurer
- Confer with Treasurer on follow up of any debtor collections
- Regular update the Board on Advertising and /or Newsletter matters

Notes:

1. Google document instructions
 - a. <https://drive.google.com/drive/folders/1P3l0VyYnUIFFNZfA7SQ193G15sfWzYnk?usp=sharing>
 - b. Click [HERE](#) for folder details
2. Contact details for Courtney Murphy at Nettl – Petone
 - a. Courtney Murphy courtney.murphy@nettl.com
 - b. 0800 2 NETTL (263885) | 04 282 1230 | [350 Jackson St](#) | [Petone](#) | 5012
 - c. PO Box 6541 | [Marion St](#) | [Wellington](#) | 6041
3. Media Search Site re BMW motorcycles
 - a. www.bikedeadline.com.au
 - b. Sign In details available from secretary@bmwor.org.nz
4. Contact list for Board and Area Reps
 - a. Check any Newsletter for contact details.
 - b. Or Click [HERE](#)
5. Instructions for Mail Chimp
 - a. **(Work in Progress)**
6. Editor's Award.
 - a. Traditionally each year at the Rally, the Editor will have selected an article that appeared in the previous year's newsletter. The article will, in the Editor's opinion, have the best formatting, punctuation and grammar.
 - b. There is no physical award, but the prize is a bottle of wine and publication of the winner's details.