



MASARYK MEMORIAL INSTITUTE INC.

450 Scarborough Golf Club Road • Toronto, ON, Canada, M1G 1H1 • 416-439-4354

SCOPE OF WORK FOR NEWSLETTER / MEDIA EDITOR

Masaryk Memorial Institute (MMI) is a non-profit organization that is based in Toronto, Ontario. Our mission is to celebrate, commemorate and promote Czech and Slovak culture in Canada and operate Masaryktown, a park and related amenities which offer a venue to fulfill the institute's mission.

MMI produces an on-line digital newsletter called Novy Domov 2.0 and is looking for a person to take charge of publishing and editing the newsletter.

Following in the footsteps of our long-time print edition, Novy Domov 2.0 was launched in 2021 as a digital publication to keep MMI members and friends informed about MMI activities; those of our partner organizations; and, the lives of interesting individuals of Czech and Slovak origin in Canada. In line with our mandate to promote Czech and Slovak culture in Canada, our target audience are those readers who also share this interest.

The person we are seeking would provide services as editor and business manager, bringing their vision to the publication, and generating content and a design consistent with their desired approach. Working with the MMI Board, they will also develop a newspaper business strategy and explore creative ways to engage existing and new audiences. The role of integrating Novy Domov 2.0 with other MMI social media to promote MMI events and activities is an essential element.

The Newsletter/Media Editor (hereafter Editor) position is the responsibility of one paid Editor with the assistance of volunteers. MMI envisions the newsletter to be an electronic publication with a minimum of 12 letter-size pages in length and to be published monthly.

1. Responsibility of Editor

The Editor would have the responsibility for the preparation of all content, either by writing the content or working with volunteers to take responsibility for preparing specific sections of the newsletter. The role of the Editor would be to plan and create a standard template to be used for the newsletter. Where the Editor is not writing themselves, they would be co-ordinating and editing inputs received from others. The content would be least 30% in either Czech or Slovak. Using a marketing software called "Get Response" the Editor will be responsible for distribution of the newsletter in electronic format, and organizing printing and mailing of a small number (< 70) hard copies.

The Editor will also work with the MMI Marketing and Operations Manager and a designated member of the Board of Directors to identify and seek out revenue sources such as sponsors or a donation campaign to offset the costs of producing the newsletter

2. Suggested Content

Suggested sections for the newsletter could include the following and could vary with each issue (except for those indicated as "must haves").

A Message from the President or other Members of the MMI Executive or Editor – MUST HAVE

- Board activities
Proposed author: Board member

MMI Events – MUST HAVE

- Description of upcoming events, timing cost, etc. to market them to prospective attendees
- Report on past events – attendance, type of event, comments from participants
- Photos of past events
Proposed Author: Editor, organizer of the event, Board member or volunteer identified by the Editor.

MMI School Activities – FREQUENCY TO BE DETERMINED

- Report on activities being conducted by the Czech language school (the Editor could ask the teachers to provide a short report and photos - parents to provide consent if posting children's pictures)
Proposed author: Teacher, Board Member or volunteer parent

MMI Scholarship Activities – FREQUENCY TO BE DETERMINED

- Notification about scholarship
- Profile of scholarship winners
Proposed author: Board member in charge of the scholarship program

Profiles of Other Czech and Slovak organizations in the Greater Toronto Area and their leadership – FREQUENCY TO BE DETERMINED

- Editor could interview the leadership and do a short profile of the organization, its activities, and membership
- Proposed Author: representative of the organization being described along with the Editor (Possibility of also reaching out to other organizations across Canada)

Profiles of MMI Members – FREQUENCY TO BE DETERMINED

- Initially this could be a profile of older MMI members who have been affiliated
- This could also be an opportunity to profile new members
Proposed author: Board member, Editor or volunteer

Profile of Czech Businesses operating in Canada - FREQUENCY TO BE DETERMINED

- The Economic section of the Czech Consulate could be helpful with this.
- Proposed author: Consulate, Editor or other volunteer(s)

News from Czech and Slovak Government Representatives – FREQUENCY TO BE DETERMINED IN CONSULTATION WITH RESPECTIVE OFFICES

- The Czech Consul and the Czech and Slovak embassies could be asked to provide a short update for each issue on their activities
- Proposed author: Offices of Consul and/or embassies

Feedback from Readers: short section to permit edited comments of the readership.

- Proposed author: readership with editing as needed by the Editor

Social Media Editing

As well as publication of the newsletter, MMI wishes to attract a broader membership base, to find more opportunities for collaborations with other organizations and individuals in the Czech and Slovak Community in the Greater Toronto area, and perhaps, even across Canada, and to extend the demographic it reaches.

To do so it is maintaining a newsletter as a means of communication, as well as maintaining a Facebook and Instagram page. Therefore, to complement and work with the newsletter and our MMI Marketing and Operations Manager, we expect the Editor to post regular (i.e., weekly) bulletins on the social media (Facebook, Instagram) to promote MMI events and/or events sponsored by the Czech / Slovak community. To that extent:

- Identify opportunities for extending the membership and stakeholder base into other demographic groups;
- Identify areas of interest of target groups and how MMI can serve those;
- Suggest more formal ways of communicating with them and maintain communication on an ongoing basis;
- Recommend and implement areas of improvement – based on identification of desired target groups;
- Assess MMIs social media communication versus other forms and how to implement improvements e.g., Instagram, Facebook, etc.

3. Financing (see below also on Fee for Service)

MMI will pay for the Newsletter and will work with the Editor to seek advertisers, sponsors and/or donations. The Newsletter is part of the overall MMI Budget which is approved in November each year by the Board of Directors. The Editor will be involved in the newsletter's budgeting process. A review of the financial situation of the newsletter will be undertaken after the first 6 months by the Editor and the designated Board member in consultation with other interested members of the Board.

4. Oversight

The Editor reports to a designated member of the Board of Directors representing MMI as the publisher. MMI contemplates a trial period with the Editor for the first 3 months in which the Editor and the designated Board member will work closely – including consultation on content and layout. Providing all is satisfactory, after that period the Editor will have considerable discretion to determine the direction and content of the newsletter. As general oversight, prior to each issue the Editor would meet with the designated Board member and outline the proposed content, and timetable. After the first 3 months, once the outline, proposed content, and timetable is accepted, the Editor will have editorial discretion.

5. Fee for Service Compensation

This is a fee-for-service arrangement: NOT a full-time employment position. The Editor will be allocated a fee of \$2000 per issue which would be used that is in line with the initial budget prepared by the Editor in consultation with the designated Board member.

The Editor will have discretion to reallocate funds how they see fit within the \$2000 monthly service fee. If the initial trial period is mutually satisfactory, MMI envisages entering into a service contract for one year which could be renewed by mutual agreement.

Working with the MMI Marketing and Operations Manager, and a designated Board Member the Editor will be expected over time to develop a roster of advertisers or sponsors for the newsletter in order to maximize the financial viability of the newsletter.

In addition to the monthly service fee, the Editor will be entitled to a service fee of 50% of annual advertising revenues that are in excess of \$1,000.

Printing and mailing costs will be paid separately by MMI. Email marketing Software such as “Get Response” and graphics software used for the Newsletter will be owned by MMI and also paid separately.

6. Qualifications

We are looking for someone with:

- previous writing and publishing experience
- experience in the communications and marketing field;
- a track record of preparing marketing or communications material for non-profit organizations, government or the private sector;
- strong interpersonal skills and the ability to work with volunteers;
- the ability to meet and enforce deadlines;
- reading knowledge of Czech or Slovak to ensure content in one or both of those two languages, as we seek to ensure at least 30% content in either Czech or Slovak.

Also desirable, but not essential, would be familiarity with MMI and its activities and stakeholders. **We are seeking an individual that is interested and passionate about preparing a community newsletter and promoting the organization via social media.**

Please submit a resume and letter outlining why you are interested and your ideas for the Newsletter to office@masaryktown.ca no later than September 12, 2022. Further information about the position will be posted on our website at www.masaryktown.ca. Recent copies of the Newsletter are provided on the website.