



MASARYK MEMORIAL INSTITUTE INC.

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Masaryk Memorial Institute is Looking for a Newsletter Editor

With the return of our current editor to the Czech Republic with her family, Masaryk Memorial Institute (MMI) is looking for a person to take charge of publishing and editing *Novy Domov*. 2.0, our on-line 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 is readers who also share this interest.

Since its launch, *Novy Domov* 2.0 has attracted an enthusiastic readership, and this is an opportunity for someone to build that reader loyalty further. 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 business strategy and explore creative ways to engage existing and new audiences. The role of integrating *Novy Domov* 2.0 with other social media could also be considered, should the successful candidate be interested in doing so.

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 the familiarity with MMI and its activities and stakeholders. Most important we are seeking an individual that is interested and passionate about preparing a community newsletter.

To indicate interest, 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 also provided on the website.

Masaryk Memorial Institute is a non-profit organization based in Toronto with the mission 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.