

ROLE DESCRIPTION - MAILCHIMP ADMINISTRATOR Rev 04

Role Title:	MAILCHIMP ADMINISTRATOR
Role Overview:	<p>The Mailchimp Administrator role is a member of the Communications Sub-Committee of the London Region U3As (LRU3A) reporting to the Communications Coordinator who is a member of the LRU3A Executive Committee.</p> <p>LRU3A is a registered charity but the Mailchimp Administrator is not a Trustee.</p> <p>LRU3A is a regional network of all U3As in the London Region and acts as an intermediary between London U3As and the Third Age Trust, as well as providing mutual support and a voice for U3A's in London.</p>
Role Objective:	To support the Communications Coordinator by maintaining an accurate and up-to-date contacts database and administering efficient communications with representatives and members of London U3As using the LRU3A Mailchimp account.
Tenure:	No specified length of tenure.
<p>Main Tasks:</p> <ol style="list-style-type: none"> 1. To maintain the Mailchimp database of up-to-date contact details for key committee members and post-holders of each U3A in the London Region. Create and maintain mailing lists for various categories for specific communication needs e.g. Chairs only; Chairs & Delegates; Secretaries; LRU3A Committee; Peer Groups etc. <p>It is expected that each U3A in the London Region will notify the Mailchimp Administrator of any changes to their key representatives. In practice, this often doesn't happen, and occasional proactive checking is required, which can easily be done using reminders via Mailchimp or email.</p> <ol style="list-style-type: none"> 2. Dissemination of information (normally at the request of Committee members) to specified contacts as appropriate in terms of content and format. 3. At in-person Delegate Meetings and the AGM (four meetings per year) the Mailchimp Administrator prepares registration lists to record attendance which is included in the Minutes. This is often the time when U3As provide notification of changes within their U3A. 4. Zoom facilities may be used to record attendees of online meetings and events (responsibility of Zoom Administrator). 5. For events, especially paid events, Wufoo is generally used to register applicants, whose details may be sent in a password-protected spreadsheet to the Mailchimp Administrator so they can be added to the Mailchimp database for further communication purposes. 6. At all times, personal data must be handled according to LRU3A's Data Protection and Privacy policies. 7. Participate in LRU3A Communications Sub-Committee meetings, training, and discussions, and contribute to the LRU3A's Executive Committee's activities as appropriate. 8. The Mailchimp Administrator has a generic email address: mailchimpadvisor.lru3a@gmail.com Emails can be sent directly to this address or via the 	

Contacts Page of the website, and the emails will be forwarded to the Mailchimp Administrator's private email address.

9. This role also monitors and responds to the Membership Secretary email address on Contacts page of the website: membership.londonregionu3a@gmail.com

Other possible activities:

There is scope for further development of the role e.g.

1. Presentation of Mailchimp statistics on how communications are opened, read, etc.
2. Committee members often assist with events and sub-committee activities such as workshops, the Summer School, study days, and peer networking groups.

Helpful qualities and abilities specific to post:

1. Good communicator, team worker and networker
2. Attention to detail for recording contact details
3. IT skills – Mailchimp (training provided if necessary); Word; email; Excel;