

Media and Communications Team
Mandate Document

1. Title

SI Media & Communications Team (SI MCT)

2. Purpose

The purpose of the Servas International Media & Communications Team (SI MCT) is to enhance internal communication within the global Servas community and to develop impactful external communication that supports the growth and visibility of Servas worldwide. Through effective **communication strategies** and **content production**, the team contributes to strengthening community engagement, promoting Servas values, and increasing membership and revenue.

3. Scope and Responsibilities

The SI MCT is responsible for:

Producing, managing, and maintaining SI's digital content and social media presence.

Supporting communication within the Servas network and enhancing external visibility through multimedia content.

Collaborating with other SI committees and national groups for coordinated communication efforts.

Promoting Servas values of peace, cultural exchange, and community through communication strategies.

3a) Web Design and media content production (SI Design & Content (sub)Team, SI DCT)

- **Manages web design, social media, and content creation.**

The main focus for the SI Design & Content (sub)Team (SI DCT) is to maintain and update the media content on servas.org. The team produces new **webpages/pages** and publishes media content (texts, photos, documents et cetera) on the website.

The team is also engaged in preparations for media dissemination from Servas International Conference and General Assembly (SICOGA).

Ideally the team members can also produce videos, podcasts, infographics and other content for the web and for existing and future publications.

Another task for SI DCT is to maintain and update SI Facebook and Instagram page and groups.

3b) SI News Bulletin (newsletter sub-team)

- Produces and distributes the official SI News Bulletin (SINB).

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The newsletter is published with varied frequency, but usually 2–3 times per year. After it's been produced the SINB is published on servas.org and also disseminated to all individual Servas members via email.

3c) Translations (sub-team)

- The main task for the SI Translations (sub)team (SI TT) is to make translations of selected documents.

The team ensures accessibility of SI materials across languages.

English and Spanish are the official languages of Servas International. Other languages currently used on the servas.org website are: French, Italian and German. In the future additional languages might be considered.

3d) Image and design support (sub-team)

- The Servas International Image & Design Team (SI IDT) provides graphic design and visual branding assistance for SI and national groups. The team ensures branding consistency across all Servas platforms and publications.

The responsibility is to support Servas Groups with the design and development of projects whether it be the logo, a website, social media page, promotional materials such as flyers, ads for meetings and events, tee-shirts, etc.

4. Authority

The SI MCT operates under the authority of the Servas International Executive Committee (SI Exco).

The team has responsibility delegated by SIGA and SI Exco to plan and implement communication strategies and initiatives.

All major policy decisions and strategic directions are subject to Exco review and approval.

The team reports directly to SI Exco through the SI General Secretary, who acts as the liaison officer.

5. Membership

- Who's on the team (roles)
 - a) **SI Design & Content (sub)Team, SI DCT)**

1. Team Coordinator / Convener

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- Coordinates the work of the team and sets priorities
- Ensures website content aligns with Servas values and communication goals
- Oversees updates, timelines, and quality control

2. Content Managers

- Publish, review and edit website content for clarity, consistency, and accuracy
- Ensure content is accessible and easy to understand for an international audience
- Maintain a consistent tone and structure across the website

4. Visual & Media Support (Optional but useful)

- Selects and prepares images and basic graphics for the website
- Ensures visual consistency and basic branding
- Confirms image quality and usage permissions

b) SI News Bulletin (newsletter sub-team)

1. Newsletter Convener / Editor-in-Chief

- Oversees the entire newsletter process from planning to publication
- Defines the editorial calendar, themes, and deadlines
- Coordinates with contributors, SI committees, and national groups
- Ensures content aligns with Servas values, tone, and communication goals
- Has final responsibility for content quality and publication readiness

2. Content Editors

- Reviews and edits submitted articles for clarity, structure, and length
- Ensures consistency in language, style, and formatting
- Works closely with authors to improve readability while preserving their voice
- Checks for basic accuracy and completeness of information

4. Proofreaders

- Performs final checks for spelling, grammar, punctuation, and formatting
- Ensures consistency in names, dates, and terminology
- Reviews the newsletter after layout to catch last-minute errors

5. Layout & Design Editor

- Designs the visual layout of the newsletter (digital format)
- Integrates text, images, and headings in a clear and attractive way
- Ensures the newsletter is visually consistent with Servas branding

6. Technical & Distribution Manager

- Manages the publication process on servas.org
- Oversees email distribution to members

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c) Translations (sub-team)

1. Translations Convener

- Coordinates translation requests and sets priorities
- Acts as the link between the Media & Communications Team and translators
- Ensures deadlines are respected and workflows are clear

2. Translators

- Translate selected Servas International documents and content
- Work into their native or strongest language
- Ensure translations are accurate, clear, and culturally appropriate

d) Image and design support (sub-team)

1. Design Team Convener

- Coordinates design requests and sets priorities
- Ensures consistency with Servas visual identity and branding
- Reviews designs for visual consistency and correct use of Servas branding

2. Graphic Designer

- Creates visual materials such as logos, flyers, posters, social media graphics, and event materials

The conveners of the SI MCT are appointed by SI Exco based on relevant experience and skills in communications, media, technology, design, and Servas values. All other members of the team will be appointed by the conveners with the support of other team members.

The team consists of a core team and sub-teams specialized in distinct areas of communication (e.g., design, newsletters, translations).

Additional contributors may be co-opted or invited as needed for specific projects or sub-team tasks within the roles listed in Section 3 above.

All members are expected to work collaboratively in a multicultural and multilingual environment, uphold the values and goals of Servas International, commit time and effort to regular meetings and project deliverables.

For SI DCT members it's a plus – but not a prerequisite – to have experience of editorial work on the web and in a content management system (CMS).

- How members are chosen (elected and/or appointed)

All members are appointed by SI Exco and/or by the team.

- Term lengths

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SI MCT recruits team members for both short and long term tasks. It's important there's a clear agreement between the team members on how much time each and everybody have available to spend on Servas activities.

However, we emphasise this: *It's needed that the volunteer clearly announces when she or he will not be able to fulfill tasks that she or he has promised to complete. If that kind of communication isn't working smoothly it creates a vicious circle where other persons and their priorities can get affected in a bad way.*

6. Meeting Procedures

- Frequency of meetings
 - The SI Design and Content Subteam meets regularly (e.g., monthly) via online platforms to coordinate tasks, track progress, and plan future activities.
 - The SI Newsletter Subteam meets according to the schedule of newsletter editions.
 - The SI Translations Subteam meets as needed.
 - The Image and Design Support Subteam meets as needed.
 - Sub-teams may meet independently as required and report to each other if necessary.
 - Minutes of meetings shall be recorded and shared with the Vice President and Exco as appropriate.
- Decision-making process (e.g., consensus, voting)
 - Decisions are made by consensus where possible, or by majority vote if needed.

7. Funding

Annual budget of anticipated expenses

- *Generally there are no funding requirements, as the team and sub teams' work is done by volunteers. However, if any funds are necessary, the Media and Communications Team will request funds with the approval of SI Exco.*

Who approves the budget (SIGA or SI Exco)

- *SI Exco. or SIGA.*

8. Reporting

Who the team reports to and how often.

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- The SI MCT reports regularly to SI Exco, via the Vice President.
- A comprehensive annual report will be submitted, detailing activities, outputs, challenges, and outcomes.
- Reports may include statistics on engagement, reach, and impact of communication initiatives, as well as feedback from the community.

9. Review and Amendments

When and how the mandate document will be reviewed and updated.

- Every three years or when a newly elected SI Exco has been elected by SI General Assembly, or earlier if there is an identified need..