

This is a general job description. Specific duties may vary from year to year.

Vice President of Communications

The Communications Director is responsible for approval and management of all written, electronic, and oral PTSA communications.

The Communications Director's job responsibilities include, but are not limited to, the following activities. The Communications Director shall:

- ❖ Be appointed by the President and serve as an active participant on the Board of Directors, attending PTSA board meetings with voice and vote. The Communications Director presents to the General Membership at regularly scheduled and special meetings.
- ❖ Work with the PTSA President to ensure all communications follow PTSA guidelines and rules and have President's approval.
- ❖ Be responsible for adhering to the school and District's "green" policy on communication (no papers sent home through "kid mail").
- ❖ Ensure that all programs and events have a communication plan. Work with the board member responsible for the program/event and the program/event chair. Also ensure that the communication plan adequately supports the program/event.
- ❖ Collect, compile, and edit (if necessary) all information for the PTSA newsletter/eNews. Approve content, deadlines and calendar information for the PTSA newsletter/eNews.
- ❖ Be responsible for maintaining and updating the PTSA bulletin boards as required.
- ❖ Compile and schedule information for the Reader Board. Coordinate information with the school. The Reader Board is property of the school and is a privilege of the PTSA. Forward Reader Board schedule to **Reader Board Chair**.
- ❖ Collect, edit (if necessary), and forward articles to **PTSA Email List Chair** for eBlast to PTSA email distribution list.

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- ❖ Collect, edit (if necessary), and forward scripts to school office staff for occasional Phone blast messages to entire school community.
- ❖ Submit PTSA articles to local newspapers.
- ❖ Periodically retrieve email addresses from Membership Database and forward to **PTSA Email List Chair**.
- ❖ Not serve as the chair in any communications area without prior approval from the Board of Directors.
- ❖ Deliver to her/his successor, all books and records, including historical records, promptly at the conclusion of her/his term of office.
- ❖ Perform other duties as assigned.

The following chairs report to the Communications Director:

Newsletter/eNews Editor

- ❖ Determines program/event format and layout of newsletter with Communications Director
- ❖ Prepares newsletter template
- ❖ Receives weekly content from Communications Director
- ❖ Edits and formats content to fit template
- ❖ Emails final copy to Communications Director for distribution

Reader Board Chair

- ❖ Updates the reader board to reflect important events

PTSA Email List Chair

- ❖ A technical specialist who compiles and maintains a list of email addresses for PTSA use.
- ❖ Responsible for forwarding eBlast messages from the Communications Director to the PTSA email recipient list.