## Communications Vice President

**Placement**

Slated by Nominating Committee

Elected by PTA Membership

**Roles up to**

President

**Commitments**

* Officer, Executive Board
* Manager, Communications Team
  + eBlast Editor
  + Web Editor (www.cherrychasepta.org)
  + Yearbook
  + School Directory
  + School Sign/Marquee
  + Student Newsletter
  + School bulletin board
  + Designer(s)

**Primary Responsibilities**

1. Approves ALL PTA communications – both internal and external - by proofreading for content, accuracy, policy and strategies
2. Safeguards the “image” of the PTA
3. Develops and oversees plans to educate PTA members about communication strategies and processes
4. Sets the PTA’s Style Guide and other communications guidelines
5. Oversees the Communications Team, and as such
   * Holds and conducts a minimum of three team meetings to ensure the team stays on-strategy throughout the year
   * Reports to the Board on the status and progress of the Communications Team
   * Updates the Communications Team on Board actions and other activities pertinent
   * Ensures all members of the Communications Team submit a Year End Report and have a successful transition with the incoming team
   * Works with Newsletter Editors to plan and execute each issue. Proofreads all issues and assists in getting each issue to print or pushed out online
   * Oversee process of Yearbook chair in updating, printing and distributing the Yearbook
   * Works with the Web Editor to maintain current, complete and correct information on the website. Reviews website frequently and edits or has Web Editor edit as needed
   * Works with School Directory coordinator to ensure information is gathered in a timely manner and then the School Directory is distributed as soon as possible in the fall
   * Serves as an officer on the Executive Board, therefore performs duties as may be prescribed in the bylaws and standing rules, or assigned by the association
   * Attends PTA sponsored workshops or trainings
   * Attends council, district, and state PTA meetings as appropriate
   * Safeguards the financial assets of the PTA by strictly adhering to PTA financial procedures as outlined in the bylaws and state and National PTA guidelines
   * Maintains a current procedure book with timeline and writes a comprehensive Year End Report to pass on to succeeding officer
   * Protects members’ privacy by utilizing member information for PTA work only
   * Should become knowledgeable of the contents of the following resources:
     + *California State PTA Toolkit*
     + Unit, council, district, and state PTA bylaws
     + *Insurance and Loss Prevention Guide*
     + California State PTA website: www.capta.org
6. Serves as a resource for the President by:
   * Proofing and reviewing agendas, articles and other documents for the President
   * Exchanging ideas for meetings and issues
   * Taking on any special projects falling within the communications arena as needed
   * Attending meetings as requested
   * Come up with an effective communication plan and get buy-in from BOD
7. Serves as the officer in command when the President and Executive/Membership Vice President are out of town

**Time Commitment**

* This position requires approximately 5 hours per week
* This position requires attendance at all board and membership meetings
* This position involves significant computer time and requires someone who is able to check email daily.
* The editing requires excellent writing skills and the ability to turn around proofing of communication documents within 24 - 48 hours
* August/September will be heavier months for website updates and Back To School communication prep
* Mid-January through March will also be heavier months for proofing of Walk-A-Thon & Auction communications