

# Alameda PTA

## Vice President for Communications Job Description

### **General Purpose of the Position**

With more than 750 students, 500 families and 75 staff members there is a lot going on at Alameda! Quality communication with this large audience is important for the success of events and activities.

### **Key Duties and Responsibilities**

- Work with Alameda volunteers, parents, students, and staff to oversee all public communications for the Alameda PTA.
- Either directly produce (write, edit, publish) or coordinate volunteers to produce:
  - A weekly electronic newsletter, NewsNotes
  - Social Media (Facebook)
  - Alameda's PPS-provided website
  - PTA Bulletin Board
  - Hallway Posters & Flyers
  - E-mail notifications
  - Yearbook

For any of the list above that is produced by other lead volunteers, VP of Communications provides review and proofreading of all communications produced by dedicated volunteers to ensure all information needed is included, accurate, consistent and that appropriate practices are executed.

- Honor board member [service expectations outlined by Oregon PTA](#)

### **Estimated Time Commitment**

All PTA board positions are a two-year commitment. This position generally requires 8-10 hours per week (if producing the newsletter, social media posts, calendar and web updates without other volunteer support). Fewer hours depending on how many tasks led by other volunteers willing to be part of a communications team.

Schedule on the following below outlines typical annual workload.

#### **\*On-going/Recurring Tasks Each Month**

- Weekly production of NewsNotes.
- Attend monthly PTA meeting and provide updates on communication.
- Updates to the online calendar as event dates are provided by other PTA volunteers.
- Support PTA Board and Key Volunteers with communication needs.
- Social media posts to announce upcoming events.

Month	Key Activities
July - August	<ul style="list-style-type: none"> <li>• Send out reminders to PTA Board and Key Volunteers to review and request updates for their page(s) on the Alameda website.</li> <li>• Update the website.</li> <li>• Produce the welcome newsletter from the PTA for inclusion in the “Back-to-School” packets.</li> <li>• Update the PTA Bulletin Board</li> <li>• * See recurring tasks</li> </ul>
September	<ul style="list-style-type: none"> <li>• Prepare signs, materials for the annual picnic and resources fair.</li> <li>• Update and distribute “Where the Money Goes” flyer at Back-to-School Night.</li> <li>• Help the PTA Board &amp; Foundation prepare slides and/or talking points for Back-to-School Night.</li> <li>• Attend Back to School Night; possibly speak on behalf of the PTA Board.</li> <li>• * See recurring tasks</li> </ul>
October	* See recurring tasks
November	* See recurring tasks
December	* See recurring tasks
January	<ul style="list-style-type: none"> <li>• Create PTA flyer for inclusion in the Connect to Kindergarten packets.</li> <li>• * See recurring tasks</li> </ul>
February	<ul style="list-style-type: none"> <li>• Attend Connect to Kindergarten; possibly speak on behalf of the PTA Board.</li> <li>• * See recurring tasks</li> </ul>
March	* See recurring tasks
April	<ul style="list-style-type: none"> <li>• Support the Nominating Committee with communications needs for recruiting PTA Board nominations and key volunteers.</li> <li>• * See recurring tasks</li> </ul>
May	<ul style="list-style-type: none"> <li>• Support the Nominating Committee with communications needs for recruiting PTA Board nominations and key volunteers.</li> <li>• Update flyers and website with school supply ordering information.</li> <li>• * See recurring tasks</li> </ul>
June	<ul style="list-style-type: none"> <li>• Renew admin access to the PPS website for Alameda.</li> <li>• * See recurring tasks</li> </ul>