

Endeavour Elementary PTSA Elected Board Member Job Descriptions

VP of Communications

Email: communications@endeavourptsa.org

Key Responsibilities:

- Manages content review and publishing for Social Media postings, the Endeavour Jaguar Print newsletter and other dedicated communications using Mailchimp*
 - Instagram: adjusting posts with links for link in bio and any tagging
 - FB: customizing any needed tags
 - Includes proactively sharing calendar of content on Monthly basis and outlining content as determined from Board Meetings
- Maintain a “big picture” view of all communications activities and master calendar
- Sync with VP of Events or Programs within 24 hours of event for JP & social distribution of post-event content
 - Assist all committee chairs in making use of the communication tools available to publicize their event or program and ensure overall consistency in approach.
- Oversee all publicity related to the Endeavour PTSA.

Commitment:

- 15-20 hours per month (can be more dependent on the programs that need to be available for the website signup process – dependent on the time of year)
- Attend monthly Board meetings
- Attend General Membership meetings (3x's per year)
- Complete annual training requirement

*Jaguar Print Workback Schedule

1. Content Request – day of monthly board meeting [24-25: 1st Thurs]
2. Content due – by EOD the day after monthly board meeting [24-25: Friday]
3. Draft 1 for review – by EOD the next day [24-25: Monday]
4. Feedback provided (by Board and Standing Chairs) – by EOD the next day [24-25: Tuesday]
5. Final Draft for review – by noon the next day [24-25: Wednesday]
6. Final Draft feedback due – by EOD that same day [24-25: Wednesday]
7. Jaguar Press Goes Out + Social Media post promoting JP – the next day/one week from board meeting by 4pm [24-25: 2nd Thursday]