

# Los Compadres Job Description: VP Communications

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03/31/15

## Position Summary

The VP of Communications is a voting member of the Los Compadres board and is responsible for participating in board discussions and decisions. The VP of Communications is also responsible for ensuring the following tasks are completed:

- Setting the high-level goals and strategy for PTO communications at Longfellow in alignment with school communications
- Creating and managing written PTO communication including additions to school eAnnouncement, Newsletters and the Calendar.
- Working with and supervising the managers described below.

## Managers Reporting to the VP of Communications

Managers are responsible for managing teams, tasks and projects under the direction of a board member. Manager volunteers are recruited by board members each year. Board members may volunteer themselves to any Manager position within their purview. Board members may also volunteer as a Manager for positions managed by other board members with their consent. Managers are not required to attend board meetings, but are expected to work closely with their supervising board member and may be asked to attend board meetings on occasion. Managers may work with any number of additional volunteers to accomplish their specified tasks.

The VP of Communications is responsible for recruiting and supervising the following Managers.

- Manager – Communication Technology
- Manager – Graphic Design
- Manager – Bulletin Boards & Signage
- Manager – Volunteer Coordination

## Typical Tasks

- Participate in monthly PTO board meetings and monthly PTO general meetings
- Create a high-level communications strategy for the year that outlines the major communications objectives, along with an action plan
- Work with the Managers noted above
- eAnnouncements
  - Receive announcement requests from the community, assist with word-smithing as needed, and forward to the Principal for approval and publication.

- Newsletters
  - Update the newsletters that are distributed at the beginning of the school year (kinder and school-wide)
  - Create additional newsletters as needed
- Calendar
  - Work with the team to create the calendar for the school year, and make updates as needed
  - Ensure the calendar is published and up-to-date online.
- Monitor PTO Group Communications for Inappropriate Content

## Characteristics

- Strong written communication skills
- Team leadership ability
- Good task management skills, with the ability to make updates in a timely fashion
- Desire to serve the PTO, the school, and ultimately the students
- “In touch” with school activities and PTO business, or want to become in touch

## Time Commitment

- Summer: Strategy, Calendar, Newsletter (~ 10-20 hours)
- Ongoing: eAnnouncements (~ 1-2 hours a week), strategy implementation (~ 1-4 hours a month), PTO Board meetings (~ 3 hours a month), PTO general meetings (~ 2 hours a month), working with managers (~ 1-2 hours a month).

# Manager – Communication Technology

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## Summary

Manager – Communication Technology is responsible for managing the Los Compadres website, online calendar, PTO communication groups, PTO email systems and the contact database.

## Typical Tasks

- Website
  - Maintain the website technology platform (currently on WordPress)
  - Post updates to the website including “Latest News, page updates, etc.
  - Ensure that hosting and domain name payments are made on time
- Online Calendar
  - Update the Google calendar to match the school and PTO calendar.
- PTO Communication Groups
  - Create and maintain PTO-owned communication groups (currently Google Groups)
  - Add and delete community members who opt-in or out of specific Google Groups.
- Email administration
  - Administer the mass email system (may start using Mail Chimp)
  - Maintain Los Compadres email addresses and aliases with the hosting company
- Contact Database
  - Create and manage the contact database at the beginning of the year and as needed (currently a spreadsheet)
- Technology Recommendations - Investigate and advise the board on new technology options

## Education/Experience

- Experience with website creation and maintenance is required (WordPress preferred)

## Characteristics

- Strong technical skills
- Good task management skills, with the ability to make updates in a timely fashion
- Desire to serve the PTO, the school, and ultimately the students

## Time Commitment

- Beginning of School Year: A number of updates (web, Google Groups, database) will be required at the beginning of the school year (~ 10-20 hours)
- Ongoing: regular website and other updates as needed (~ 1 hour a week)

# Manager – Graphic Design

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## Summary

Manager – Graphic Design is responsible for graphical designs of logos, brochures, flyers, web content, signs, etc.

## Typical Tasks

- Graphic Design
  - Create graphical materials to support the needs of the PTO

## Education/Experience

- Experience with desktop publishing and graphic design software (Word, PowerPoint, Publisher, PhotoShop, etc.) preferred

## Characteristics

- Strong and artistic technical skills
- Desire to serve the PTO, the school, and ultimately the students

## Time Commitment

- Summer Prep for Beginning of School Year: kinder orientation and start of school materials (~ 5-10 hours)
- Ongoing: as needed (~ 1-5 hours a month)

# Manager – Bulletin Boards

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## Summary

Manager – Bulletin Boards is responsible for maintaining the bulletin boards and signage on campus.

## Typical Tasks

- Bulletin Board Management
  - Create a small information card for each bulletin board letting people know to contact the Bulletin Board Manager with requests
  - Receive and manage requests for bulletin board additions/changes
  - Approve requests for others to make bulletin board changes
  - Update bulletin boards
- Sign Management
  - Manage placement of Los Compadres signs and banners
  - Ensure that the PTO meeting banner is set out 7 days prior to each PTO meeting, and then is removed following the meeting

## Characteristics

- Ability to manage change requests and schedules
- Artistic/craft skills preferred
- Desire to serve the PTO, the school, and ultimately the students

## Time Commitment

- Ongoing: ~ 2-4 hours a month

# Manager – Volunteer Coordination

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## Summary

Manager – Volunteer Coordination is responsible for managing communication with volunteers including classroom Room Parents.

## Typical Tasks

- Room Parent Communication
  - Receive email requests for updates to Room Parents and pass those on
  - Work with Room Parents and teachers to solve issues, serving as a resource for Room Parents
- Volunteer Coordination
  - Serve as the point person for requests for volunteers to assist with projects
- Emergency Kits - Work with room parents to create/update Emergency kits at the beginning of the year
- Amazon Wish Lists
  - Assist room parents and teachers with creating classroom supply Amazon Wish Lists at the beginning of the year
- Kinder Carnival
  - When: around Halloween
  - Where: kinder play area
  - Why: provide a fun carnival for our kinders
  - What: work room parents to schedule and organize the event.

## Education/Experience

- Experience as a Longfellow Room Parent is required.
- Must know how to get things done at Longfellow (familiar with Longfellow processes, events, teachers, key contacts, etc.)

## Characteristics

- Strong written communication skills. Ability to mentor volunteers and Room Parents.
- Desire to serve the PTO, the school, and ultimately the students

## Time Commitment

- Beginning of school year: Welcome new room parents and work with them to update Emergency Kits and teacher Amazon Wish Lists (~ 5-10 hours)
- Ongoing: Regular communication with room parents (~ 1-2 hours a week)