Theodore Judah PTA Executive Board
V.P. of Communications – Functional Job Duties

Thank you for your interest in the V.P. of Communications position! The essential function of the V.P. of Communications is to ensure that general PTA members have needed information about all of the events, meetings, and general goings-on, both PTA-related and for the school. An overview of duties follows.

PTA Newsletter (Monthly): Collect content submissions and often create own content, compile, edit, collect approvals, send to layout, send to print, pick up from printer and distribute in the front office.

Emails (Approximately 1-4 times per week, depending on need): Collect information, create marketing email through Mail Chimp, send to email list. Requires some list maintenance.

Skipper (Approximately 1-4 times per week, depending on need): After downloading the app to your phone, Skipper is the tool to push Alerts out through the TJE App (run through School Apptitude). Type condensed content similar to a text message and send to those who have downloaded the TJE App.

Remind (Approximately 1-4 times per week, depending on need): This is the tool used to send text messages out to a group of PTA members who have opted into text messages from the PTA separate from the App. The functionality is very similar to Skipper (but it’s another app that needs to be downloaded) except there are more limitations on what you can send out (very few characters).

Facebook (Approximately 1-4 times per week, depending on need): Managing content and information on the TJ Facebook page, answering messages that come in through Facebook.

Twitter (Approximately 1-4 times per week, depending on need): Stacy Corcoran has been handling this for me, so I couldn’t tell you what it entails. I am not on Twitter.

Web site (Approximately 1-4 times per week, depending on need): Identifying needed edits and updating the website. I work with Dylan Holcomb (webmaster) because I had technical issues with Weebly (the content management system) all year.

Attend Board meetings (Almost monthly): Participate in the monthly Executive Board meetings. Glean information needed to communicate to parents.

Marquee (When needed): Update the marquee in the front of the school. Letters are in the front office.

Types of things to communicate: Gala, Restaurant fundraisers, PTA-funded program and instructor updates, art/music performances, movie nights, Jog-A-Thon, teacher appreciation week, family dance night, prospective parents school tours, Kindness events, Harvest Festival, Taste and Toast…There’s a good list here (<http://www.theodorejudahpta.org/upcoming-events.html>) – but looking at it, I realize that it’s also a web page that needs updating.