

CLOUGH PTO

COMMUNICATION SECRETARY JOB DESCRIPTION

Characteristics

- ✓ Understanding of the organization's mission
- ✓ Good listening skills
- ✓ Effective communication skills
- ✓ Good computer skills
- ✓ Strong organizational skills

Typical Monthly Tasks

- ✓ Use email or social media to send meeting reminders, announce upcoming events, and distribute the PTO newsletter
- ✓ Review PTO website and social media sites and update as needed
- ✓ Prepare the PTO newsletter or submit PTO news for the school newsletter
- ✓ Prepare notes of thanks, sympathy, inquiry, etc. as needed on behalf of the PTO and with approval of the executive board
- ✓ Update bulletin board displays
- ✓ Collect email addresses from members
- ✓ Maintain a file of all your work, including photos of displays and samples of each document
- ✓ Notify local media about interesting PTO news

Responsibilities

- ✓ Determine, with executive board approval, the most appropriate methods and frequency of communicating with members
- ✓ Manage communications and marketing for the PTO, including but not limited to:
 - PTO newsletters
 - Email broadcasts
 - Website
 - Social media
 - Bulletin boards
 - Local newspapers
- ✓ Create "backpack" flyers & distribute
- ✓ Maintainer & Owner of Branding & Voice