



PTO Communications Director Responsibilities

Overview:

The PTO Communications Director is a member of the Parent Teacher Organization Executive Committee. The Communications Director serves to provide and assist in collaborative support of the PTO by keeping all members informed of any fundraisers, programs, community events, or volunteer opportunities. This position is a 2 year commitment.

Primary Responsibilities:

- Strengthen communication between the, parents, administration, teachers and community members about school and community events.
- Create Quarterly Newsletter
- Use email, phone, face-to-face, flyers etc. to communicate with volunteers, staff, PTO members, parents, committees and community members.
- Make sure all publications are approved through PTO Chairperson and principle and ensure that they do not use photos, names, age specifics, etc. without prior written consent.
- Work closely with Technology Coordinator with regard to distribution of material on social media.
- Develop strategies to improve future communications.