



Pacific Communications Chair

Purpose Clear and effective communication between the PTO, staff, caregivers, students, and the community.

Prerequisite/Requirement: Candidate is available to learn and operate consistently with the OSS PTO handbook communication standards/practices and general order of business of the PTO, asking questions of the PTO president and vice-presidents as necessary. Candidates should have good communication and writing skills and be social media savvy.

Job Responsibilities

- Create a schedule and process for communicating with the OSS staff, caregivers, and students (newsletter, regular Facebook and Instagram updates, family emails, etc.).
- Develop and maintain OSS PTO communications policy to ensure consistency in branding and communication style (includes language, logos, etc.).
- Ensure all PTO approved communication outlets (Facebook, Instagram, osspto.org, etc.) are up to date with current programs, information, and events.
- Develop and publish a bi-weekly newsletter.
- Research, identify, and suggest additional communication outlets to broaden outreach to the community.
- Assist with marketing and branding efforts for other areas including fundraising and social events.
- Assist board members with messaging and communications as needed.
- Design, administer, and report on surveys to our OSS community at least once a year.
- Attend monthly PTO Executive Board Meetings, all General PTO Meetings, and Pacifica School District Board Meetings.

Financial Responsibility: None

Hours recording procedure: Hours are to be entered by the job holder on a digital hours-recording platform provided by the PTO.

Hours earned: 50 **Reports to:** President/Secretary

Selection Process: Appointed. This position will be filled by the PTO Executive Board appointment. Please sign up if you would like to be considered. You may be asked to submit a written statement outlining your qualifications. You may submit your name to the PTO President or sign the sheet below at any time until the close of the election.

Term: July 1 to June 30

Candidates

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