

Vice President, Marketing Communications



Purpose: Promote clear and effective communication between the PTO, staff, caregivers, students, and the community, while reinforcing the PTO's and Ocean Shore School brand identity and supporting its marketing initiatives.

Prerequisite/Requirement: Candidate must be available to learn and consistently operate within the OSS PTO handbook's communication standards/practices and the general order of business of the PTO. Candidate should consult with the PTO president, Principal, Teachers, and other PTO Board Members as necessary. Candidates should possess strong communication, marketing, and writing skills and be adept in social media usage. Candidate can create sub-committees and recruit parent volunteers to complete the objectives of this position.

Job Responsibilities

- Strategic Communication Planning:
 - Create a schedule and process for regular and strategic communications with the OSS staff, caregivers, and students.
 - Provide support and guidance to board members on messaging and communications to ensure alignment with PTO's overall objectives.
 - Maintain communication with school wide event and/or fundraising leads
- Brand Management:
 - Develop and maintain the OSS PTO communications policy to ensure consistency in branding and communication style, including the use of language, logos, and other visual identities.
 - Oversee the visual and written content to align with the PTO's branding across all platforms ensuring a uniform brand voice.
 - Provide guidance on consistent branding to fundraising and other relevant positions
- Content Creation and Distribution:
 - Develop and publish a weekly or bi-weekly newsletter/ParentSquare post featuring PTO activities, school events, and important announcements.
 - Ensure all PTO-approved communication outlets (Facebook, Instagram, osspto.org, etc.) are regularly updated with current programs, information, and events.
 - Monitor and enhance the social media, website and ParentSquare presence by analyzing engagement data and adjusting strategies as needed.
 - Assist in the creation of promotional materials for PTO-driven initiatives, such as fundraising campaigns and social events.
- Program Branding and Marketing Initiatives:
 - Develop and execute marketing strategies to promote key school programs (middle school, experiential education, art, Oceans411, parent participation), ensuring they align with the school's core values and brand identity.

- Collaborate with PTO and teachers to create compelling narratives and visual content that accurately represents the benefits and uniqueness of each program.
- Utilize a mix of digital media, print materials, and community outreach to increase program visibility for prospective parents and students and existing students.
- Monitor and measure the impact of these campaigns to continually refine and enhance promotional efforts.
- Meetings and Representation:
 - Attend monthly PTO Executive Board Meetings, all General PTO Meetings, and relevant Pacifica School District Board Meetings to represent the PTO's communication interests and report back on progress.
- Oversee Webmaster role.

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: 75 **Reports to:** President

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 up at any time until the close of the election.

Term: July 1 to June 30