

DIRECTOR OF COMMUNICATIONS

Qualifications:

- Be a current member of PTA.
- It is preferred to have previously served at least one year on a Utah PTA commission or committee.
- It is strongly recommended to have served one term on a local or council PTA board.
- Have a knowledge and understanding of PTA programs.
- Be familiar with and knowledgeable about education and legislative issues.
- Have a working knowledge of parliamentary procedure (use Robert's Rules of Order), the bylaws, and standing rules.

Job Description:

1. Know and support the mission of Utah PTA.
2. Utilize and update position procedure book and other materials and be ready to pass on to successor.
3. Review and update website pages related to this position on a regular basis.
4. Serve as a member of both the Utah PTA Board of Directors and Board of Managers.
5. Organize and chair the Communications Committee.
6. Organize and oversee the communication pillar of the Strategic Plan yearly.
7. Report on communications and provide training at each board of directors meeting.
8. Serve as a member of the Utah PTA Legislative Advocacy Committee.
9. Serve on subcommittees within the scope of the position, as well as on other committees as appointed or invited.
10. Coordinate and administer all social media accounts and postings.
11. Organize and coordinate all press releases and conferences for Utah PTA.
12. Work with the National PTA media relations.