

## COMMUNICATIONS CHAIR Job Description

<b>Term:</b>	Suggested 2-4 years
<b>Reports to:</b>	President, Board
<b>Time Commitment:</b>	10 hrs a week
<b>Skills Needed:</b>	Good communication skills (verbal and written), motivational, good publicity skills, good organizational skills, ability to work with people
<p><b><i>Please know that in this role you are always supported by MEF Leadership, which includes the Executive Director (ED) and President(s), and you are encouraged to bring in a committee if you would like the additional support. If you would like to refine or expand any of the responsibilities noted below, please reach out to the ED.</i></b></p>	

The primary role of the Communications Chair is to “spread the word” to the parents, schools, and the community at large, via various mediums, about the work and accomplishments of MEF. Its purpose is public relations, to create an increased awareness of MEF and to promote the organization. The Communications Committee, headed by the Communications Chair, develops an overall strategy and message with input from the President and Executive Director for marketing MEF and its annual campaign and for managing all external communications.

### **Responsibilities**

- In partnership with the Executive Director and President and in accordance with the Strategic Plan, review & maintain Communications Calendar
- Produce the annual report which summarizes last year’s campaign and “kicks-off” the current year’s campaign. The annual report should ideally be distributed to all donors by September 1<sup>st</sup>. The annual report should include at a minimum MEF’s mission, activities, results, financial information and current board members, volunteers, staff and donors. The Communications Chair, along with the leadership team, will decide the format.
- Work with graphic design volunteers to create our general email and direct mail solicitation pieces and/or brochures, including but not limited to messaging around back to school, welcoming new families, week of giving, winter campaign, and end of year outreaches.
- Keep MEF and MEF-related news in the local press
- Review and provide minor edits to external communication pieces created by other Committees (e.g. Endowment, Honor Roll, Fundraising Chairs, Business Partners, Auction Gala) to ensure consistency of tone and message

- Coordinate with site fundraising chairs for banners and marquees to be displayed on school grounds at appropriate times. Also get updated content on school site programs (photos, videos, quotes of/from staff, students, and parents).
- Maintain parent permissions for photo/video release of kids and permissions for use of photos/video/quotes of MSD staff, parents, donors, community members, etc.
- Monitor website to ensure current and relevant content and provide updates to Administrative Manager.
- Work with the Administrative Manager to plan social media posts.
- Create and send constant contacts
- Be the liaison between MEF and PTA/ CPC for communications. Write and send out content to be used in school site communications.

### **Meetings Attended**

#### **Monthly:**

- MEF Board Meetings

#### **As Needed:**

- MEF Strategic Planning Meeting
- Executive Team Meetings
- Fundraising Chair Kick-off Meeting
- PTA/ CPC Meetings
- Faculty Meetings
- Community Meetings
- MSD Staff Meetings