

Utah PTA Board of Directors - Directors

Director of Communications

As a member of the Utah PTA Board of Directors and as a Utah PTA Director, the Director of Communications shall become familiar and comply with the Utah PTA bylaws and standing rules, including the Board, Executive Committee, and Director responsibilities on pages 61, 68 and 69 respectively of this Utah PTA Board of Directors Handbook.

Past PTA experience requirements to be elected Utah PTA Director of Communication:

1. Have previously served at least one (1) complete term on the Utah PTA Board of Directors

Job description of the Utah PTA Director of Communications:

1. Serve in cooperation with the Utah PTA Executive Committee (See page 68)
2. Serve as chair of the Utah PTA Communications Committee
3. Serve as a member of the Utah PTA Legislative Advocacy Committee (LAC), Leadership, and Membership Committees
4. Work with the National PTA media relations

Procedure book for the Director of Communications

1. Serve in cooperation with the Utah PTA Executive Committee as requested (See page 68)
 - A. Assist the President as requested
 - B. Plan and present a communications plan each year to promote PTA
 - C. Plan and carry out the Founders Day celebration, if requested
 - D. Coordinate and administer all social media
 - E. Assist and train Board members, Commissioners, and PTA leaders at all levels on working with the media
 - F. Maintain a public relations packet to be used for media, sponsorship contacts and presentations
 - G. Maintain a contact list for print, radio, and news media
 - H. Write and submit press releases for the Utah PTA
 - I. Organize and coordinate press conferences for Utah PTA
 - J. Write letters, thank yous, invitations, and responses for the public relations of the Utah PTA and the President as requested
 - K. Ensure that the social media passwords are reviewed annually by the Executive Committee
2. Serve as chair of the Utah PTA Communications Committee
 - A. Present recommendations for Communications Committee members to the Board for approval
 - B. Review and update, with the Communications Committee, the communications handbook and resources by December of the first year of the first term for the Leadership Committee
 - C. Coordinate and work closely with the Community Involvement Commissioner and Director of Membership to market and promote PTA, implement the communications plan, and report to the President and Executive Committee as needed
 - D. Review student scholarship applications and submit recipients' names to the Executive Committee
3. Serve as a member of the Utah PTA Legislative Advocacy Committee (LAC), Leadership, and Membership Committees
 - A. Attend and participate in all meetings of all committees listed
 - B. Attend and participate in the weekly meetings of LAC during the legislative session
4. Work with the National PTA media relations
 - A. Participate in National PTA media relations webinars and conference calls as needed