PTO Communications Coordinator

Executive Board Role | 1-Year Term

⭐ What This Role Does

The PTO Communications Coordinator helps keep families, staff, and the community informed about PTO events, initiatives, and opportunities to get involved. This role manages PTO messaging across digital platforms such as social media, email updates, and the PTO website.

The goal of this role is to ensure PTO communication is clear, timely, and engaging so families stay connected with what's happening at the school.

📋 Key Responsibilities:

Content Creation

- Create and share updates about PTO events, volunteer opportunities, and initiatives
- Design simple graphics and flyers using tools such as Canva
- Draft messages, announcements, and newsletters for the PTO community

Digital Platform Management

- Maintain PTO social media accounts (such as Facebook and Instagram)
- Update the PTO website with event information, calendar updates, and announcements
- Help keep the PTO event calendar current

Event Promotion

- Work with event leads to promote PTO events, fundraisers, and spirit nights
- Share reminders and updates leading up to major PTO activities

Community Communication

- Ensure information shared with families and staff is clear and consistent
- Support communication that encourages family engagement and participation

---

⏱ Time Commitment

Approximately **3–5 hours per week**, with additional time during event promotion periods.

Attendance at PTO meetings and key events is expected.

👍 You Might Enjoy This Role If You…

- Enjoy writing, designing, or sharing information with others
- Are comfortable using social media and digital tools
- Like helping people stay informed and connected
- Have an eye for clear, organized communication

Prior PTO board experience is **not required**.

🤝 Support You'll Have

The Communications Coordinator works closely with:

- The PTO Executive Board
- Event leads and coordinators
- The school administration
- Volunteers who may assist with content or event photos

Established systems, documentation, and support from previous board members are available to help guide the role.

✔ Eligibility

Any PTO member eligible for office under the PTO bylaws may serve, pending OCPS ADDitions approval.