**Madison PTSA Communications Committee**

There are 3 key roles on the committee:

1. Chair
2. Website Editor
3. Bulldog Bulletin Editor(s) – can be a shared role

**Chairman Responsibilities**

* Attend Board and General PTSA meetings to represent communications and gather details which should be promoted on the website and in the Bulldog Bulletin (aka the BB) *(all year)*. Communications Chair is a voting member of the PTSA Board.
* Manage Communications database in Constant Contact, entering new opt ins in the fall
* Create Survey Monkey surveys, if needed, for the PTSA
* Oversee the work of one or more volunteers who will produce/edit the weekly Bulldog Bulletin; fill in when needed *(all year)*
* Oversee the work of the website editor; fill in when needed
* Manage the PTSA email addresses in GoDaddy *(beginning of the year)*
* Create/update the PTSA contact list *(beginning of the year)*
* Publicize events of the PTSA to the West Seattle Blog

**Website Editor Responsibilities**

* Make initial updates on the website for new PTSA board and other info (summer, prior to school start)
* Update/maintain the website (Wordpress) – 1x monthly
* Coordinate with Communications Chair and BB Editor to provide links to web pages which are linked from the BB to promote events and info on the website (~1-2 x monthly)

**SKILLS NEEDED:** Should be comfortable with Wordpress and HTML

**Bulldog Bulletin Editor(s) Responsibilities**

* Manage the creation and distribution of the weekly PTSA newsletter in Constant Contact.
* Set the weekly deadline and publication dates for the Bulldog Bulletin
* Respond to info submitters, confirming receipt and inclusion in the publication
* Edit submitted information
* Coordinate with communications chair and website editor to drive traffic to events, ticket sales or other info on the PTSA website
* Send out occasional (~6/school year) special eblasts promoting PTSA events (in addition to the weekly BB)

**SKILLS NEEDED:** PTSA uses Constant Contact – a WYSIWYG email platform, no coding skills required