

## **Job Description - Communications**

### Non-voting members

- Elected as a non voting officer of the Board
- Attends 3 meetings of the Board per year (August, January, and another of your choice)
- Sends a brief monthly report to the President before Board meetings
- Does not vote but is welcome to contribute to discussions
- Is required to do cleaning nights
- On all matters of business, confidentiality is essential.
- Along with all the members of the co-operative, is responsible for the health and safety of LCNS children.
- Participates in June orientation and handover meeting

### Summary of Role

Manages google groups, website updates, social media posts, advertising/marketing for the school, oversees the yearbook

Oversees the communication committee

Reports to: President/VP; Works with teachers and Fundraising Officer

### Details and helpful tips for Role

Passwords and log in information will be sent by the president when you begin.

### Website

- The site functions as part of the school's advertising arsenal. Potential members are able to access information regarding our school and begin the process of signing up, all conveniently from their home computer. Ideally, the website should have:
  - Up to date programming information, including rates and current hours .
  - Information about how to register
  - Details for upcoming public functions (e.g. open houses)
  - Links and/or information for public resources and/or activities (e.g. some fundraisers can be public)
  - The school's contact information

- Upload monthly Newsletters without names/photos
- Logos for current sponsors
- Current photos and profiles about educators
- Upload revised policy documents as requested
- Make suggestions for other information that needs to be updated.

### Social Media (Facebook and Instagram)

- The teachers are responsible for updating the school's Facebook and Instagram pages with news about what's happening in the classroom, but Communications Officer should assist them with this as needed.
- Communication officer should post information about current fundraisers or other LCNS events. Reposts can also be used for community events such as library programs, EarlyON, etc. See the teachers for a list of other media accounts to monitor.
- We try to mostly use photos of hands or feet, back of heads, materials etc. All images in which a person could be identified MUST have written permission from the person or the parent of a child. Image permissions are stored in a file on box.com. Teachers maintain a list of children who do not have image permissions.
- It is important that we maintain a professional presence on social media. If you are not sure about whether or not to post something, please check with the teachers first. We want to make sure that all the information posted is current and reflects our philosophy.

### Google Groups

- Create and Maintain Google Groups class-emailing lists (all, preschool, toddler, Board, Executive Board). The registrar will notify you of any withdrawals or new registrations.

### Yearbook

- Work with the creative committee to create a yearbook for the end of the school year
  - See the teachers for examples for previous years
  - Canva works well for this. The school has a Canva Pro account that you will be able to access.
  - Yearbooks are printed at the UPS store on Ottawa St. Darryl is our contact there.

### Advertising

- Work with the Board and teachers to advertise if needed

### Communications Committee

- Acts as a contact with the members of the communications committee

- Committee is responsible for updating information in the school hallway
- One member of the committee should be asked to take the lead on the yearbook
- Committee can be asked to support with social media