

**The Virginia PTA Board of Managers adopted a Strategic Plan that has impacted the job responsibilities for some positions. The Standard Operating Procedures (SOP) will be discussed and adopted at our Pre-LTC Board Meeting in July. Any changes to these job responsibilities will be made clear to candidates prior to their nomination.**

## **V. MARKETING COMMITTEE**

### 1) Responsibilities of the Committee:

- a) Foster public awareness of Virginia PTA goals and programs.
- b) Develop programs of action and communication to achieve an informed public understanding of the Virginia PTA.
- c) Provide ongoing activities to ensure that Virginia PTA has a strong public image.

### 2) Responsibilities of the Chair:

- a) Write a committee plan of work including goals, task to complete goals, timeline, and who is responsible for completing the goals. Update as needed.
- b) Work with the newly-elected officers at the beginning of each term to develop a two-year marketing plan. The plan should complement the goals of the association, especially advocacy, education and membership.
- c) Review the Virginia PTA marketing plan every six months.
- d) Work with the media to help create public awareness and support of PTA goals and programs in conjunction with the Communications Committee.
- e) Develop appropriate public relations and communications tools to better inform the membership and the public about the mission and programs of Virginia PTA and its local units.
- f) Update contact list of local and council public relations chairmen and of local media at the beginning of the term and after every Board of Managers meeting.
- g) Communicate with Public Relations Chairmen of local units and councils throughout Virginia.
- h) Work with councils and local units to generate and publicize opportunities to promote PTA across the state
- i) Review vapta.org and consult with the Communications Committee and the President on Virginia PTA website goals and mission.

- j) Watch for opportunities for PTA officers to be interviewed on issues and programs the PTA has identified.
- k) Create an awareness of PTA actions in the mass media (newspapers, radio, websites, social media, television, PSAs) emphasizing student/family programs and projects or official PTA positions.
- l) Be familiar with all aspects of CapWiz and use the media application to send press releases out statewide. Serves as the back-up support for all CapWiz users.
- m) Supervise the collection of photo consent forms.
- n) Clear all press materials with the President before presenting to the media.
- o) Distribute the names of the all award winners to the news media, state board members and others as appropriate.
- p) Prepare material for the Virginia PTA LURG with pertinent information provided by the committee and submit to the Vice President.
- q) Submit articles to the Virginia PTA *Bulletin*.
- r) Develops the Annual meeting call.
- s) The Marketing Committee Chair shall submit all reimbursements to the Treasurer for approval.