

# COMMUNICATIONS TEAM

## Coordinator Role Descriptions

### Memorial Elementary PTO

Policy & Procedures Handbook — Volume II

4 Coordinator Positions | Reports to Communications Chair

Updated: April 2026

#### About the Communications Team

The Communications Team supports the Communications Chair in executing the PTO’s presence across every platform families use — ParentSquare, Instagram, Facebook, X, the website, the school marquee, the newsletter, and print materials. Each coordinator owns one channel or function and is responsible for keeping it current, consistent, and aligned with the broader PTO communications calendar. These are coordinator-level roles: non-voting, no board meeting requirement (unless invited), and focused on doing rather than deciding. They’re perfect for parents who want a meaningful, defined contribution without the full weight of an executive board seat.

Role	Reports To	Time / Month
<b>Digital Communication Coordinator</b>	Communications Chair	6–10 hrs/mo
<b>Website Coordinator</b>	Communications Chair	2–4 hrs/mo
<b>Marquee Coordinator</b>	Communications Chair	1–2 hrs/mo
<b>Newsletter Coordinator</b>	Communications Chair	3–5 hrs/mo

#### A Note on Role Flexibility

Any coordinator role may be combined with another by a volunteer who has the capacity and interest to cover both. If a coordinator position is not filled, responsibility for that function automatically rolls up to the Communications Chair, who may delegate as needed. Coordinator roles are designed to be filled, combined, or covered — not left undone.

<b>DC</b>	<h2 style="margin: 0;">Digital Communication Coordinator</h2> <p style="margin: 0;">Communications Team   Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Communications Chair	6–10 hrs/month	1–2 years recommended

### ABOUT THIS ROLE

This is the biggest coordinator role on the Communications Team — and one of the most visible. You own the PTO’s presence on ParentSquare, Instagram, Facebook, X (Twitter), and all print materials including the monthly printed calendar, event flyers, and posters. In the old structure, these were three separate roles. Now they’re combined into one so that messaging stays consistent across every channel — digital and physical — without three people trying to coordinate the same message on different timelines. You’re the person who makes sure families hear from the PTO in a clear, timely, coordinated voice no matter where they look.

**Why This Role Matters**

ParentSquare is where families check for information. Social media is how they discover and stay connected. Print materials are the final nudge that gets a flyer in a backpack or a calendar on the fridge. When all three channels say the same thing at the same time in the same tone, families trust the PTO and show up. When they’re out of sync — or silent — people tune out.

### WHAT YOU OWN

- Manage the PTO’s ParentSquare account and posting calendar
- Maintain a rolling 2–4 week content schedule in Google Calendar
- Draft, review, and schedule posts on behalf of the PTO — use ParentSquare’s built-in scheduling tools to keep a forward queue at all times
- Coordinate with board members and event leads to queue upcoming posts; ensure no duplicate or overlapping messages
- Monitor ParentSquare for district and school communications that should be cross-promoted to social media or the newsletter — flag relevant items to the appropriate coordinator
- Monitor teacher-posted volunteer sign-ups on ParentSquare and alert the Volunteer Chairs when slots need to be filled or promoted
- Run the PTO’s Instagram, Facebook, and X (Twitter) accounts
- Post regularly — target 2–4 posts per week across platforms combined
- Source event photos from the Photography Coordinator (Records Team) and shared Drive
- Create graphics using Canva for event promotions, volunteer callouts, and school spirit posts
- Post event recaps with photos (with verified photo permissions) within 48–72 hours of each event

- Respond to comments and direct messages in a timely, friendly manner
- Monitor platform analytics (reach, engagement, follower growth) and share with Communications Chair monthly
- Produce and distribute all PTO print materials
- Design and distribute the monthly printed PTO calendar — created in Canva using the established template, pulling events from the master Google Calendar, and delivered to teacher mailboxes by the last week of the prior month
- Design event flyers, table tents, and posters using Canva and PTO brand templates
- Coordinate printing through the school copier or outside vendors (Office Depot, Canva Print) and manage the print budget with input from the Communications Chair
- Distribute completed materials to classrooms via teacher mailboxes or work with Room Guardians for backpack distribution
- Follow school photo/privacy policies at all times — no identifiable child photos posted without verified photo permission on file
- Maintain a consistent visual voice and brand across all platforms and print materials
- Coordinate with the Communications Chair on content calendar and any planned campaigns

**WHAT SUCCESS LOOKS LIKE**

- Every major event has at least two ParentSquare posts — one announcement 2+ weeks out and one reminder the week of
- Instagram and Facebook are updated at least weekly — never going dark for more than 10 days
- The monthly printed calendar is in teacher mailboxes before the month begins — every month
- Post-event recaps go up on social media within 48–72 hours
- All platforms say the same thing at the same time — no conflicting or stale messages
- Photo permissions are always verified before any child is visible in a post or print piece

**TOOLS & PLATFORMS**

<p><b>ParentSquare Primary</b> family communication — scheduling, posting, monitoring</p>	<p><b>Instagram / Facebook / X Public-facing</b> community engagement</p>	<p><b>Canva Graphics,</b> print calendar, flyers &amp; branded templates</p>	<p><b>Meta Business Suite Social</b> media scheduling &amp; analytics</p>	<p><b>Google Calendar Content</b> scheduling synced with PTO calendar</p>	<p><b>Google Drive Shared</b> photo library, print file archive &amp; content drafts</p>
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**IDEAL FOR SOMEONE WHO...**

- Is a strong, concise writer who can adapt tone for different platforms and audiences
- Has experience with social media, marketing, or communications — even informally
- Has a design eye and is comfortable working in Canva for both digital and print
- Is organized and proactive about maintaining a schedule across multiple channels

- Is consistent — multi-channel communications only work if someone shows up regularly
- Understands and takes seriously the responsibility of posting photos of children

## YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
<b>ParentSquare Login / Admin Access</b>	Transfer credentials to incoming Coordinator; notify school admin of change
<b>Instagram, Facebook &amp; X Login / Admin Access</b>	Transfer all account credentials; remove outgoing as admin; add incoming
<b>Canva Brand Account Access</b>	Ensure PTO Canva team access is transferred with templates intact — including print calendar template
<b>Content Calendar</b>	Hand off the rolling content calendar with any pre-scheduled posts or upcoming commitments
<b>Print File Library</b>	All design files organized in Google Drive by event and school year — include source Canva links
<b>Post &amp; Print Templates</b>	Folder of recurring templates (ParentSquare posts, social graphics, flyers, calendar) in Google Drive
<b>Analytics Summary</b>	Year-end snapshot of ParentSquare engagement, social media followers/reach, and top-performing content
<b>Print Budget Notes</b>	How much was spent on printing by category and any vendor account info (Office Depot, etc.)
<b>Photo Permission Process</b>	Written summary of how photo permissions are verified before posting

**WC****Website Coordinator**

Communications Team | Non-Voting Coordinator

ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Communications Chair	2–4 hrs/month	1–2 years recommended

**ABOUT THIS ROLE**

The PTO website is the source of truth for families who want to look something up — upcoming events, meeting minutes, treasurer reports, how to join, where to donate, and more. Built on Wix using the built-in CMS, it's designed to be manageable by a non-developer. As Website Coordinator, you keep that hub current, organized, and easy to navigate. Most months, the work is straightforward maintenance. A few times a year — start of school, major campaigns, elections — it gets more intensive.

**Why This Role Matters**

When a new family moves to the area or a current family wants to check something, the website is often their first stop. A stale or confusing website sends a signal about the whole organization. A clean, current site builds trust and reduces the volume of questions that land in the PTO inbox.

**WHAT YOU OWN**

- Maintain and update the PTO website throughout the year
- Keep the event calendar current and accurate
- Post approved meeting minutes within one week of the Recording Secretary distributing them
- Post monthly treasurer reports within one week of the board meeting where they're presented
- Update membership information, board member listings, key contact information, and the school information page at the start of each school year
- Add new content for major events and campaigns (Fall Fest, Gala, Color Run, etc.) — event details, registration links, volunteer sign-ups
- Conduct a full website audit at the start of each school year
- Review all pages for outdated content, broken links, and expired information
- Suggest structural or navigation improvements to the Communications Chair
- Use Google Calendar to stay synced with the PTO event calendar — website events should always match what's on the master calendar
- Ensure the website is mobile-friendly and accessible — most parents check on their phones
- Coordinate with the Communications Chair and board members on content additions or changes
- Manage the website login credentials securely and ensure access is documented

### WHAT SUCCESS LOOKS LIKE

- Meeting minutes are posted within a week of every board meeting — every time
- The events calendar is never more than two weeks behind the actual PTO calendar
- A new family can find how to join the PTO, who the board members are, and what’s coming up
- The site passes its annual audit with no more than a handful of minor updates needed
- You receive almost zero ‘where can I find this?’ questions that should be answered on the website

### TOOLS & PLATFORMS

<b>Wix CMS Primary</b> work environment for all website updates	<b>Google Drive Source</b> documents (minutes, forms, event info) to post	<b>Google Calendar Syncing PTO</b> event calendar to website	<b>Canva Creating</b> or updating graphics and banners
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### IDEAL FOR SOMEONE WHO...

- Is comfortable with website editing tools — doesn’t need to know code, but needs to be tech-comfortable
- Is detail-oriented and notices when something looks off or out of date
- Is organized and follows through on routine maintenance without needing to be reminded
- Has a feel for clean, simple design and user-friendly navigation
- Is available to make time-sensitive updates (e.g., posting minutes, adding event info) within 24–48 hours of receiving content

### YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
<b>Website Login Credentials</b>	Transferred securely to incoming Coordinator and documented in shared password manager
<b>Platform Notes</b>	Which CMS is used, how to access it, any quirks or known issues
<b>Year-End Audit Summary</b>	Notes from the most recent audit — what was updated, what to watch for next year
<b>Content Update Process</b>	How board members request website updates and how the Coordinator handles the queue
<b>Hosting &amp; Domain Info</b>	Renewal dates, where it’s registered, and who to contact if something breaks

<b>MQ</b>	<h2 style="margin: 0;">Marquee Coordinator</h2> <p style="margin: 0;">Communications Team   Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Communications Chair	1–2 hrs/month	1–2 years recommended

### ABOUT THIS ROLE

The school marquee is one of the most visible communication tools the PTO has — every family driving by sees it. As Marquee Coordinator, you manage it entirely remotely through the school’s electronic system — no need to be on campus to make updates. You keep it current with upcoming events, important dates, and school spirit messages, and you manage the birthday message program, scheduling paid birthday shout-outs on the marquee as orders come in through the PTO’s Square store.

**Why This Role Matters**

The marquee is one of the few PTO communications that reaches families who aren’t actively checking their phones or email. It’s public-facing, highly visible, and a simple way to signal that the school community is active and thriving. A stale or blank marquee is a missed opportunity every single day.

### WHAT YOU OWN

- Update the school marquee on a regular cadence — minimum twice monthly, more frequently during busy event seasons; all updates are made remotely through the school’s marquee management system
- Manage birthday sign messages — when a family purchases a birthday sign through the PTO’s Square store or SignUpGenius, schedule their child’s birthday message on the marquee on the appropriate date
- Coordinate upcoming event and spirit message content with the Communications Chair and school administration via the PTO Google Calendar
- Compile event dates and key messages from the PTO communications calendar and plan marquee messages 2–4 weeks ahead so nothing gets missed
- Track birthday sign orders and confirm all scheduled messages are accurate and on time
- Confirm any school-specific guidelines or restrictions on marquee content with the front office
- Follow all school protocols for accessing and operating the marquee system
- Let the Communications Chair know if the marquee is malfunctioning or if there’s a scheduling conflict with school administration

### WHAT SUCCESS LOOKS LIKE

- The marquee always reflects something current — never showing an event that already passed
- Every major PTO event appears on the marquee at least 2 weeks before it happens
- Every birthday sign order is displayed on the correct date — no missed messages
- Messages are clear, readable, and appropriately upbeat
- You never miss an update because it’s in your calendar and routine

**TOOLS & PLATFORMS**

<p><b>Marquee Control System School-provided</b> remote access for all updates</p>	<p><b>Google Calendar Source</b> of truth for upcoming events and messages</p>	<p><b>Square / SignUpGenius Birthday</b> sign orders and tracking</p>
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**IDEAL FOR SOMEONE WHO...**

- Is reliable and routine-oriented — this role is 90% consistency
- Is comfortable managing a system remotely and doesn’t need to be on campus to do this job
- Is comfortable coordinating briefly with school staff
- Wants a meaningful contribution with a predictable, manageable time commitment
- Is available to make updates mid-week when needed for time-sensitive events

**YEAR-END TRANSITION CHECKLIST**

What to Hand Off	Notes / Where to Find It
<b>Marquee Access Instructions</b>	How to log in or access the marquee system remotely — system credentials documented
<b>School Admin Contact</b>	Name of the front office contact who coordinates marquee access and approvals
<b>Message Archive</b>	Any saved messages or templates from the current year that worked well
<b>Birthday Sign Order Process</b>	How birthday sign orders come in (Square / SignUpGenius), how they’re tracked, and how messages are scheduled on the marquee

<b>NL</b>	<h2 style="margin: 0;">Newsletter Coordinator</h2> <p style="margin: 0;">Communications Team   Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Communications Chair	3–5 hrs/month	1–2 years recommended

### ABOUT THIS ROLE

You produce the Mustang Stampede — the PTO’s monthly digital newsletter that goes out to all Memorial Elementary families. It’s the place where everything happening at the school gets wrapped up into one readable, organized digest. You gather content from board members and event leads, write or edit copy, design the layout, and get it out on schedule. It’s one of the most-read PTO communications and a great way to make sure families never miss what matters.

**Why This Role Matters**

Not every family checks ParentSquare daily or follows the PTO on social media. The newsletter is a single, consolidated touchpoint that reaches all of them on a predictable schedule. A well-produced newsletter builds a habit — families start to expect it, look for it, and rely on it. That reliability builds community trust.

### WHAT YOU OWN

- Produce and distribute the Mustang Stampede newsletter on a monthly schedule
- Target distribution: one issue per month during the school year (approximately 9–10 issues)
- Publish through ParentSquare, and optionally via email list or website archive
- Gather content from board members, committee leads, and school administrators
- Maintain a content submission deadline 3–4 days before publication
- Follow up with board members who haven’t submitted updates
- Edit all submissions for length, tone, and consistency
- Write original content as needed — event previews, recaps, community spotlights, volunteer shout-outs
- Design the newsletter layout using Canva or the established template — keep it clean, skimmable, and mobile-friendly
- Coordinate with the Digital Communication Coordinator on scheduling and distribution through ParentSquare
- Maintain an archive of all issues in Google Drive

### WHAT SUCCESS LOOKS LIKE

- Issues go out on the same week each month — families come to expect it

- Every issue has content from at least 3–4 different board or committee voices, not just the President
- The newsletter is skimmable in under 2 minutes — no walls of text
- Families mention they read it — a good signal is when they reference something they saw in it at events
- The archive is complete and organized so past issues are easy to find

## TOOLS & PLATFORMS

<b>Canva Newsletter</b> design and layout	<b>ParentSquare Primary</b> distribution platform	<b>Google Drive Content</b> submissions, drafts & archive	<b>Email Collecting</b> content from board members
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## IDEAL FOR SOMEONE WHO...

- Enjoys writing and editing — this role is primarily a content production job
- Is organized about deadlines and can follow up with people without being a pushover
- Has a feel for what’s interesting to read — can make an event announcement feel engaging, not rote
- Is comfortable with Canva or a similar design tool
- Can produce consistent output on a monthly schedule — reliable enough to never miss an issue

## YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
<b>Newsletter Archive</b>	All prior issues filed in Google Drive by year and issue number
<b>Canva Template</b>	Newsletter design template shared in PTO Canva team account
<b>Content Submission Process</b>	How you collect content from board members — deadlines, format, and the board contact list
<b>Distribution Setup</b>	How the newsletter is sent via ParentSquare and whether there are any email list components
<b>Editorial Calendar</b>	Notes on which issues tend to be heavier (back to school, Gala, end of year) and what content to plan for