



## **Publicity & Communications Officer**

### **POSITION DESCRIPTION**

The role of the Publicity and Communications Officer is elected annually at the P&C Associations Annual General Meeting.

In general, the role involves three avenues of communication, between external bodies and the association, with members of the wider school community, and within the P&C members.

Communication with external bodies, such as Wallsend South Public School (WSPS) executives, WSPS School Council, Local Council and other funding bodies which may be of interest, while primarily being through this role, may also include other P&C Association executive members when appropriate.

Facilitating communication between the PC members to facilitate smooth operations throughout the year includes the identification, implementation, and training of members in the efficient use of such applications.

## Specific Duties

The bearer of the role is responsible for ensuring that all upcoming business and any matters of business are promoted and communicated clearly to the school community. This specifically involves:

- Preparation of the P&C news for inclusion in the school's weekly newsletter, The Tallong.
- Liaise with members of the P&C executive and sub committees for gathering of news items for publication in the Tallong or other social media avenues
- Liaison with WSPS Administration staff in relation to the dissemination of the P&C news in the Tallong.
- Review, update, and request modifications to the P&C Association page located on the school website
- Liaise with the School Principal regarding publicly promoting the school
- Archive any published articles in the media regarding WSPS
- Monitor and update the P&C Association Facebook page
- Oversea and approve the P&C Association Facebook page membership
- Creation of social media posts for Facebook to promote P&C events or initiatives or items of interest to the wider school community.
- Creation of school notice board messages
- Assembly and dissemination of materials for the kindergarten transition information packs
- Maintenance of the P&C members contact details
- Creation of the P&C SMS and messenger communication groups
- Monitor, sort and reply to mail related to publicity and communications from the official P&C email account
- Maintenance of the Project Management software Trello software
- Training of P&C Association executive members in the use of communications software
- Documentation and dissemination of the processes involved with the use of project management tools
- Documentation and dissemination of the communication pathways of the P&C Association
- Communication of meeting times, dates and venues to committee members
- Communication in regard to the recruitment of new members to the P&C Association
- Development and maintenance of consistent communication documentation to be used by the P&C Association, including report templates, letter heads etc
- Other communication related roles as they arise

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Document Created by Kellie Cathcart 5<sup>th</sup> May 2022

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