

## **Marketing Communications Committee**

### **Vice Chair, Communications \*\***

Lead marketing and communications efforts to effectively promote the Foundation across all stakeholder groups-Parents, Teachers, Students and the Community. Drive image-building activities including:

- Lead the Communications Team redistributing responsibilities as needed to take advantage of committee member strengths, talents and interests.
- Develop an annual communications strategy and plan as well as communication plans to support events and initiatives as needed
- Identify publicity opportunities
- Oversee website content
- Collaborate with Executive Board to support all Foundation events & initiatives as well as Foundation presence at LFHS events
- Manage within District communications (Constant Contact, Display Case, E-Highlights etc)
- Analyze available Communications metrics
- Ensure marketing/communications information is updated on OneDrive

### **Social Media Manager**

- Develop ongoing social media presence with regular Facebook updates
- Execute Twitter communication as appropriate
- **Skills needed:** Presentation, writing, liaison, creative, photography skills a real plus
- **Time Commitment:** Monthly

### **PR/Writer**

- Manage relationships with local media
- Execute copy across all media platforms as needed
- Write press releases on major Foundation events
- Draft entries for District 115 Community Newsletter
- Update information on OneDrive
- **Skills needed:** Presentation, writing, liaison, creative
- **Time Commitment:** Monthly

### **Graphic Designer**

- Design all materials required by the various development, communications and grants programs
- Maintain inventory of all stationery and other collateral materials (signage, posters, etc.)
- Update information on OneDrive
- **Skills needed:** Presentation, liaison, creative, photography skills a plus
- **Time Commitment:** Monthly

### **Webmaster**

- Maintain website
- **Skills needed:** Writing, project coordination, computer literacy, graphic design/photography skills a plus
- **Time Commitment:** Monthly

### **Photographer**

- Capture grants in action for website and communications.
- Take photos at Foundation events to use for website and communications.
- Provide support as needed for publicizing fundraising events.
- Maintain and organize Zenfolio photo storage account.

### **Grant Communications Manager (also serves Liaison role on Grants)**

- Coordinate grant profile video production
- Provide written description of all grant awards to Marketing Communications committee
- Write Spotlight on Grants Features
- Assist with Foundation presence when highlighting grants in the LFHS building, at school events and at Foundation events
- Update Grant information on OneDrive
- **Skills Needed:** Writing, project coordination attention to detail, creative, photography skills a plus
- **Time Commitment:** Monthly