

Vice President of Communications

The Vice President of Communications oversees the Parents' Club's electronic and print communications. As an elected member of the Parents' Club Board of Directors, the VP of Communications typically serves for two years.

Responsibilities:

- Brainstorm, develop, and oversee communications strategy for Stanford Parents' Club.
- In coordination with the President, oversee all brand identity and marketing initiatives.
- Be a mentor and collaborator to communications sub-teams.
- Increase brand visibility, volunteer, and engagement opportunities for parents near and far.
- Broaden awareness of the club's programs and priorities.

The Vice President of Communications:

- Monitors, organizes, and assists the Parents' Club communications team, which includes:
 - SPC Slack Administrators and Content Managers
 - Facebook Administrators, Content Managers, and Page Managers
 - Newsletter Contributors and Photographers
 - Stanford Summer Mailing Chair
 - Website Managers
- Helps the club develop an overall communications plan and strategy.
- Ensures that all communications accurately and consistently convey the programs, activities, and purposes of the club.
- Documents key club events and activities. Organizes photographers and others to take photographs and contribute messaging for the various communication platforms. Organizes and stores photographs for future use.
- Ensures that all Communications Chairs submit a program report at the end of the year. Files in the electronic records of the VP of Communications and sends to the President Elect.
- At the end of the year, updates the report and documents for the VP of Communications position. Files in the electronic records of the VP of Communications and sends to the President Elect.
- Attends all monthly meetings of the Parents' Club Board of Directors. Works with Board to coordinate club communications. Assists with and advises on other club activities as needed.