



## COMMUNICATIONS MANAGER

### Job Description

GIPA's Communications Manager is one of three Executive Board positions within the organization, in addition to the President and the VP Finance/Treasurer.

As the title states, the Communications Manager is responsible for all communications within the Board and with the Board members at large. The scope of work within the Board involves the planning of monthly Board meetings, General membership meetings or any other special meetings that may be necessary from time to time, including any notifications, agendas and minutes related to these meetings. Communications with the membership at large includes overseeing and proof-reading of announcements to any events and activities to be broadcast to all members, as well as the channeling of events and news to the membership through newsletters, social media and other distribution avenues. Additionally, the Communications Manager will respond to inquiries from current members as well as new families potentially interested in the German program at any of our schools, and should be able to provide detailed and accurate information to all requests.

Ideally, this position should be held by someone with excellent organizational skills, knowledge of the GIPA Board and its role within the MDCPS District, as well as a fluent understanding of English in order to be able to write and proof-read announcements and articles to be published and broadcast. The person holding this position should also be available to attend all Board meetings, General membership meetings, as well as any special meetings, to ensure continuity in the maintenance of records related to the notices, agendas and minutes of these meetings. The Communications Manager also oversees the general activities of the newsletter, website, social media accounts, and GIPA Book operations to provide quality control and guidance where needed.

### Responsibilities

#### **General Communication**

*Time Per Week: 2-5 hours*

*Duration: ongoing*

*Required Skills: strong organizational and writing skills, fluent in English*

- Board Meetings:
  - Assist GIPA's president with scheduling and announcing monthly Board meetings and the two annual General meetings
  - Remind Board members of meetings
  - Attend all Board and General meetings

- Take official Minutes at all meetings of the Board as well as General meetings, and send out to Board members in a timely manner
- Information Inquiries:
  - Respond to all inquiries to info@gipa.org with relevant information and/or forward to appropriate Board member(s) as needed for reply
- Member Communications, GIPA News & GIPA Book:
  - Write all press releases of GIPA events (e.g. Oktoberfest) and distribute to media outlets as appropriate
  - Proof-read and approve all GIPA communications and, where appropriate, send to school VPs, Website Manager, and/or Social Media Manager for distribution
  - Coordinate with the Website Manager and Social Media Manager to promote GIPA news and events; approve all social media and website posts
  - Coordinate with school VPs to ensure that media releases are obtained for all new students at the beginning of each school year; maintain a database of media releases that is accessible by the Executive Committee
  - Oversee GIPA Book Editor and approve GIPA Book before it goes to print
- Other Primary Responsibilities:
  - Maintain the GIPA Google calendar of GIPA-specific events
  - Represent and promote GIPA at magnet school admission events and open houses
  - Plan the annual Teacher Appreciation Get-Together held in Nov/Dec, including designing the invitation, communicating with the teachers, maintaining the RSVP list, and negotiating with the venue for food and drinks
  - Assist in the planning of the annual Oktoberfest event (see below for details)

### **Oktoberfest Planning**

*Time Per Week: 15-20 hours*

*Duration: 8 weeks (August-October)*

*Required Skills: Strong organizational and writing skills*

- Write the Oktoberfest press release
- Promote Oktoberfest to local media outlets (TV, radio, newspapers), blogs, community calendars, etc. by sending them the press release and following up with phone calls
- Oversee creation of the Oktoberfest poster, postcard, invitations, menu and program; coordinate with outside graphic designer
- Coordinate the printing of all Oktoberfest materials with local printer and distribute to Board members
- Create the Oktoberfest VIP list, confirm with President and school VPs, and coordinate with Treasurer on ticket distribution
- Write and/or approve all Oktoberfest communications
- Respond to all inquiries from Oktoberfest team members, helping to resolve issues, following up, etc.
- On the day of Oktoberfest, along with the President serve as the nerve center for all Board members, helping to resolve issues as they come up
- Solicit feedback after the event and incorporate it into Oktoberfest master planning manual