



Washington School Public Relations

Officer Job Description – Vice President, Electronic Communications

WSPRA By-Laws:

Vice president, electronic communication shall promote WSPRA among the greater educational community, through chapter Web site and social networking pages. Vice president will handle Web updates and e-mail correspondence and maintain electronic membership database.

Position Detail:

- Recruit new members using Web site and social networking pages.
- Receive membership records, keeping a database of all information. Database to include: last name, first name, title, school district or organization, address, city, state, zip, phone, fax, email, date dues were received, and a place to note if they are an NSPRA member.
- With board members/officers and “Web master,” determine membership information and other appropriate text to be entered on the WSPRA web site. Determine means of updating the Web information over which you are responsible.
- A printed member directory may or may not be needed, depending on design of and information on the web. If a printed version is needed, design and print directory.
- After payments are received by the VP Finance, enter new member information in database and update Web site.

Timeline related to projects:

ONGOING

- Update Web site with meeting minutes.
- Update WSPRA Web site with current information, including job postings, workshop and training details and special announcements.

JULY

- With board, determine capabilities of using Web for member directory.

AUGUST

- Send electronic membership survey to all members.

SEPTEMBER

- Update membership directory online.
- Send copy of new membership directory to NSPRA.