

Director of Marketing Duties Dawson Parent Association Board

Revised by Lisa Albright May 2017

Overview:

The Director of Marketing is primarily focused on helping the DPA publicize and gain attention for all the great initiatives the DPA does as well as the wonderful presentations that occur at the select DPA All Parent Meetings (5 per year). Finally, the one other focal point is organizing the food for the October Parent/Teacher conferences.

Duties:

Executive Committee

- Try to attend as many of the monthly DPA Board Meetings as possible. They occur the first Tuesday of each month of the school year usually starting at 8AM in the DPA office, which is in the back of the Admissions Cottage, across from Henderson Hall.
- Try to attend as many of the DPA All Parent Meetings as possible. There are 5 per year and the dates are listed on the DPA website, www.dawsonpa.org, under “DPA Calendar.”
- Listen to concerns of parents as they arise; serve as a liaison if necessary between the parents and the administration

Fall Parent/Teacher Conference Food

- Recreate the parent Sign Up Genius sheet for sending out to the parent body (this is already done, see USB DRIVE), you can just change the dates and publish, you may want to first send a draft to Sarah Amirani, head of Dawson Marketing, to get her opinion of current needs.
- Send Sign Up to Sarah Amirani to publish in the Dawson Newsletter and send to the DPA Board Division Coordinators to send on to the Parent Class Reps via email
- Manage the sign ups, food drop off & display & clean up – add volunteer requests as needed for this.

DPA Initiatives

- You will be given a USB DRIVE with a marketing flyer or poster for each of the DPA initiatives from the prior year. Some Chairs of the various Committees handling certain initiatives may want to make their own flyers (think Dawson Fest) yet most will be delighted to have your help.
- For each initiative feel free to update (swap photo and dates) and use the old flyers or create new ones.
 - Initiatives include: Fall Parent Parties, Dawson Fest, Thanksgiving Lunch, Holiday Coffee, After Prom, Mini & Mega Grant Program
 - **I use the program “Acrobat Pro DC” to edit PDF files. This is a wonderful tool and has a monthly fee associated with it – however it means you can alter any PDF file from year to year in order to update old materials. I have also told the DPA President about this tool – perhaps you can charge the monthly fee to the DPA under administrative costs. I have found it invaluable!
 - Also, for any necessary Volunteer Sign Ups, I designed all forms with <http://www.signupgenius.com>, usually the Committees will like to make their own Sign Up forms to then be emailed out to the parent community (via Sarah Amirani & the Division Coordinators who send it on to their Parent Classroom Reps). However, I’ve included on the USB Drive all Sign Up Genius forms that were created for DPA Initiatives in 2016-17 – for your reference, and to help you guide any Committee Chairs. You can use these 2016-17 Sign Ups as a guide or just recreate by changing the dates and putting in a fun themed image from their suggested images.

DPA All Parent Meetings

- Connect with the Faculty or Staff presenters and get a description of what they will be covering.
- Write up a brief blurb to then send on to Sarah Amirani for the Dawson Newsletter and send to the DPA Board Division Coordinators to send on to the Parent Class Reps via email.

****Please refer to DPA Director of Marketing USB Drive** for all digital materials needed to perform marketing duties. These materials are template examples from which you can edit and adjust as desired.

THANK YOU for your great service to the Dawson School Community!!!