



Communications Committee Terms of Reference

Purpose:

To develop and coordinate communications content that promotes PTSA initiatives, strategic priorities, and the contributions of pharmacy technicians.

Authority:

The Communications Committee operates within the awareness priorities established by the Marketing Director and within the approved budget and annual plan authorized by the Board of Directors.

Responsibilities and Membership:

The teams that comprise the Communications Committee execute day-to-day communications work. The composition, responsibilities and work plans of the teams may be adjusted as required to meet PTSA's operational needs and strategic priorities.

Brand & Content Team (up to 3 members)

- Coordinate content submission from Strategic Directors and develop bulletin updates.
- Create member stories, profiles, and awareness content.
- Support awareness campaigns and promotional initiatives during PAM and RxTechDay.
- Develop communication materials for PTSA programs and events.

Social Media Team (up to 3 members)

- Manage PTSA social media accounts.
- Develop and schedule social media content.
- Recommend opportunities to increase reach and awareness.

Website Team

- Maintain website content and navigation.
- Ensure website information remains current and accurate.

- Publish strategic updates and announcements.
- Recommend website improvements.

Meetings:

- The Communications Committee will meet as required to complete deliverables.

Reporting:

The Communications Committee reports to the Marketing Director and Administrator.

Resources and Support

PTSA will provide access to resources required for the working group members to effectively fulfill their roles in accordance with policies and procedures. This may include:

- Access to PTSA Google shared drive for document repository.
- Access to social media accounts and website administration dashboard.
- Access to Canva Pro account.
- Access to Survey Monkey account.

Date approved:

Revision history:

Date Last Updated	Revision Description