

Canadian Public Relations Society of Vancouver Board of Directors – Director Job Description

Position: Communications Co-Director

Term: 3 years

Objectives of role: Working with the Co-Director of Communications and the volunteer team (which is comprised of: a newsletter editor, website editor, content manager, social media volunteers and blog writers), support the Board of Directors (BOD) and chapter in sharing chapter initiatives through the various channels. The Co-Directors oversee all content and communications strategy and serve as a contact for the BOD for any communications requests.

Board member expectations:

Joining the Board of a non-profit organization is an exciting opportunity. Professional associations like CPRS Vancouver could not function without the skills, experience, knowledge and time that Board members contribute to their role, duties and responsibilities. CPRS Vancouver's goal is to ensure you have a positive and rewarding experience serving on the Board of Directors by broadening your networks and by providing opportunities to hone your leadership and strategic planning skills.

When you agree to join the CPRS Vancouver Board, it is important to recognize that you're making a commitment to the organization and your fellow Board members. Skills, competencies and expectations include:

- Commitment to the CPRS mandate and vision
- Making decisions in the best interest of the organization
- Understanding of the duties and responsibilities of Board members
- Understanding of the role and accountabilities of Board members
- Communication skills
- Reasoned decision-making
- Respectful of the questions and opinions of other Board members

Board Member Responsibilities:

- CPRS Vancouver membership required for all board members
- Develop the annual Communications strategy with the fellow Communications Co-Director
- Come prepared to participate in monthly Board meetings with an effort to attend in-person/virtually when scheduled
- Review Board reading materials, including monthly meeting minutes for accuracy
- Contribute to monthly Board Report (status updates from portfolio in bullet form) prior to Board meetings
- Share responsibility for the success of monthly meetings
- Uphold the principles of fairness, good faith and transparency through all discussions and decisions
- Uphold CPRS Vancouver principles and vision
- Provide strategic counsel on overall Board goals, objectives and initiatives
- Support and respond to fellow Board members' information requests in a timely manner (recommend within 48 hours)
- Set (in consultation with the executive) and manage the communications budget
- [Adhere to CPRS' Code of Professional Standards](#)

Portfolio Responsibilities

The Co-Directors of Communications are responsible for all communications channels and ensuring information is shared with members. Tactics include:

- Review and approve the CPRS Vancouver Essentials newsletter (published every two weeks). Ensure content aligns with the chapter's and national's strategic priorities.
- Review and approve social media content prepared by social media volunteers. This also includes posting ad-hoc requests that are timely from BOD directors and managing paid social media promotions.
- Oversee CPRS Vancouver blog to ensure content is updated regularly and liaise/brainstorm with content manager for new ideas and stories.
- Work with website editor on any website updates and changes. Oversee site to ensure content is up to date and accurate. Lead an annual review of director's content on the website.

Recommend:

- Working with the fellow Co-Director of Communications to divide responsibilities and tasks between one another.
- Hold communications team meetings to discuss goals, priorities, give chapter updates, etc.

Qualifications

Education and Experience:

- CPRS Board Directors must have a minimum of five years' experience working in the field of communications and/or public relations.
- Experience relevant to volunteer management and community engagement desired.
- Demonstrable experience in leading, mentoring, coaching or supervising volunteers and practicum students.

As part of our commitment to be a more equitable, diverse and inclusive association, we encourage CPRS Vancouver members, including Black persons, Indigenous persons, women, gender diverse people, persons of colour, and persons with visible and invisible disabilities to apply for positions on the Board of Directors.