

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

**Position:** Co-Director of Sponsorships and Partnerships

**Term:** 3 years

**Objectives of Role:** Working with the co-Director, secure sponsorship for CPRS Vancouver, supporting multiple portfolios (specifically events and professional development) including financial and in-kind sponsorships. Develop and nature mutually beneficial partnerships that provide added value for CPRS Vancouver members (i.e. discounts for members). Meet and/or exceed annual sponsorship budget set out by the Board of Directors/Executive Committee.

### **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**

- Be an active member of CPRS
- Come prepared to participate in monthly Board meetings with an effort to attend in-person when scheduled
- Review Board reading materials, including monthly meeting minutes for accuracy
- Contribute monthly written status updates (in bullet form) of activity in your portfolio prior to Board meetings
- Share responsibility for the success of monthly meetings
- Discussions and decisions uphold the principles of fairness, good faith and transparency
- Decisions uphold CPRS Vancouver principles and vision
- Provide strategic counsel on overall Board goals, objectives and initiatives
- Can support and respond to fellow Board members' information requests in a timely manner (recommend within 48 hours)

### **Portfolio Responsibilities**

The Director of Sponsorships and Partnerships is responsible for liaising with current and potential sponsors and developing mutually beneficial partnerships. Tactics include:

- Review and revise the CPRS Vancouver tiered, comprehensive sponsorship package
- Review and promote criteria for identified sponsorship
- Develop a list of potential sponsors and track outreach

- Develop an annual sponsorship strategy and conduct an annual sponsorship pitch campaign if required
- Manage portfolio budget
- Identify sponsorship opportunities for social events, the AGM, and speaker series.

*Recommend:*

- Inclusion of in-kind opportunities for sponsors to donate products/services to be used for door prizes, thank-you gifts, etc.
- Inclusion of a sponsorship element for each event to decrease cost of room rental, food and beverage (i.e. drink sponsor, venue sponsors)
- Coordinate in-person sponsorship pitches where possible
- Knowledge of sponsorship practices and/or previous sponsorship coordination experience will be helpful

## **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.***