

Canadian Public Relations Society of Vancouver

Board of Directors – Director Job Description

Position: Director of Professional Development (Events)

Term: 3 years

Objectives of Role:

The Director of Professional Development is responsible for professional development events and projects, and works with other board directors to identify topics and execute professional development events that are valuable to our members. The Director will plan and manage 4-8 professional development events/initiatives for— tailored specifically for CPRS Vancouver members of various career levels and demographics.

This role is supported by dedicated event and communications volunteers.

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 (1 – 1.5 hours in length)
- 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

General

- Have a strong understanding of communications industry trends.
- Have a professional network of mid-to-high level practitioners to draw from.
- Attend monthly event subcommittee meetings (typically 1 hour in length).
- Encourage contribution and engagement from board and events subcommittee on various topics.
- Ability to organize in-person, online (Zoom) and hybrid events.
- Ability to dedicate the required amount of time to plan and execute each professional development event (around 10 hours per initiative/event.)
- Coordinate and oversee event volunteers.
- Work closely with the Director of Special Events and collectively keep an updated events calendar.
- Plan initiatives three months in advance.
- Collaborate with EDI and Event subcommittees to ensure equity, diversity, inclusion across events and initiatives.
- Work with Treasurer to manage portfolio budget.

Pre-events

- Identify and secure event venues, as needed.
- Identify in-person health and safety protocols as required, and monitor COVID updates to determine if special events should be in-person, virtual or hybrid.
- Support volunteers in identifying and securing catering, and AV/tech support as needed.
- Draft and maintain an event plan (including run-of-show/agenda) and event budget.
- Work with the Sponsorship Director to identify sponsorship needs, and secure and coordinate door prizes as needed. Ensure marketing/comms commitments are fulfilled for each sponsor (commitments will be sponsor-specific).
- Draft and publish events promotions and agenda, and work with Communications Director to advertise and promote events

Post-event

- Coordinate and review post event surveys.
- Evaluate event attendance and participation to ensure CPRS members are interested and getting value from membership.