

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

**Position:** Director of Membership (1)

**Term:** 3 years

**Objectives of Role:** Acts as the main liaison for CPRS Vancouver members; ensures that members feel welcomed, connected and supported; responsible for coordinating member recruitment and retention.

### **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 Membership is often the "first point of contact" for new CPRS Vancouver members. Responsibilities include:

- Liaise with the CPRS National organization on a monthly basis to receive information regarding new and returning local members
- Develop plans and programs to recognize the accomplishments of CPRS Vancouver members
- Organize a volunteer committee and run a "membership month" campaign to recruit new or expired members
- Keep track of membership milestones and alert the Board of Directors and the National organization to these milestones

- Work with the Director of Communications both locally and nationally to promote members through newsletter, blogs, social media
- Coordinate frequent outreach to members (i.e. 3-month, 6-month, 1 year) to check-in on satisfaction (by way of webinar, phone call, other)
- Provide guidance on and support execution of membership surveys, if required
- Serve as a “go-to” for individuals seeking questions about their membership

**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.**