

Canadian Public Relations Society of Vancouver

Board of Directors – Director Job Description

Position: Co-Director of Events: Professional Development/Speaker Series

Term: 3 years

Objectives of Role:

- Plan and manage speaker events for CPRS Vancouver members (along with other Event Co-Directors):
 - Four to eight events: ideally one per month each season except December and June)
 - Support Special Events Director on AGM keynote speaker

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)
- Participate in monthly event subcommittee meetings

Portfolio Responsibilities

The Director of Speaker Series is responsible for one of CPRS Vancouver's signature portfolios' and works with other Directors responsible for professional development and special events for the society.

Where the Director of Professional Development is responsible for targeted PD workshops or seminars, and the Director of Special Events is responsible for social networking opportunities, the Director of Speaker Series is responsible for planning and executing 4-8 Keynote Speakers per fiscal year. These speakers would typically be:

- High caliber, recognizable names
- Able to speak on relevant and timely case studies/lessons learned – from a local lens (Vancouver/BC)
- Can take audience members through a PR/Comms scenario that highlights a challenge and what was done to overcome it

The Director of Speaker Series would work with a volunteer and other Directors to plan and execute these events.

Before the COVID-19 pandemic, the Speaker Series normally occurred as a breakfast session – 7:30am-9:00am. During the pandemic, all speaker events have been virtual. The Director can decide the best course of action for each event.

The events would typically occur every other month, minimum quarterly. Events are not usually held in July or August.

Pre-pandemic, this portfolio had an annual budget of approx. \$6000-\$7000, but that was when in-person events could recoup speaker fee costs. During the pandemic, speakers tended to be communications professionals who did not ask for a speaker fee - except EDI speakers. Most virtual events were free to members as a way to keep CPRS Vancouver members connected during the pandemic. Budget will be adjusted as we return to in-person and hybrid events.

It may be your responsibility to source partnerships that would suit specific events, looking at the [“Navigating Turbulent Terrain”](#) event sponsored by Heli-Cat and the [“Artificial Intelligence \(AI\) in Public Relations”](#) event sponsored by Edelman.

Specific responsibilities:

- Work with board and Event Co-Directors to plan and coordinate four to eight speaker events: one each month of September, October, November, January, February, March, April and May or one each quarter - and create event calendar for the year
- Has a large network and can reach out to recruit “big names” in the industry
- Attend monthly board meetings and monthly event subcommittee meetings (1 – 1.5hours in length, alternating conference call and in person)
- Manage portfolio budget
- Identify and secure event venues if needed
- Ability to organize zoom events
- Identify in-person health and safety protocols as required
- Begin planning speaker series events 3 months in advance

- Devote the required amount of time to plan and execute special events (around 10 hours per event)
- Identify and secure catering and AV, if needed
- Collaborate with Special Events Director for AGM keynote speaker
- Collaborate with EDI committee to ensure equity, diversity and inclusion in special events
- Draft and publish events promotions and agenda
- Work with Communications Director to promote and advertise events
- Coordinate door prizes, draws, games, as needed

Time commitment can vary depending on level of activity during the month of a Speaker Series event, level of capability of recruited volunteers, etc. Time management and pre-planning is important! CPRS Vancouver is looking for someone who can commit to the Board of Directors for 3 years.

Some past speakers:

- Dr. Timothy Coombs, author, "Crisis Communications"
- Chris Brumwell, VP Communications, Vancouver Canucks
- Wally Oppal, Missing and Murdered Women Commission of Inquiry
- David Hahn, former CEO, BC Ferries
- Tewanee Joseph, Host First Nations Committee for the 2010 Olympics
- James Hoggan, Author
- Nathan Lusignan, CEO & Co-Founder, Point Blank Creative
- ROCHELLE GRAYSON, consumer and digital media executive
- VP of Communications, WestJet
- VP of Communications, Vancity
- Nadia Flaim, Head of CBC Olympic and Paralympic marketing
- Joanna Landsberg, CBC Sports publicist
- Chris Fairclough, Director of Social Purpose, Community & Stakeholder Engagement, BCLC
- Karen Dosanjh, V.P. of Marketing and Communications of OSI Digital
- Rena Heer, Senior Account Director of Edelman
- Amy Elderkin, Lead Social Media Strategist (Social Media Manager), Vancity
- Catherine Ducharme - Founder, Fluency Leadership
- Mark Dawson - Manager, Public Affairs, Langara College
- Phoenix Lam - Manager, Communications, City of Vancouver and CPRS Vancouver Board Member
- Robyn Sussel - Consultant, Strategy & Creative for Health & Research and Faculty Member, Centre for Digital Media, Simon Fraser University
- Crystal Kwon, Principal, front + centre communications
- Ted Lau, CEO, Ballistic Arts

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.

