



Canadian Public Relations Society

Manitoba Society

Breakdown of Responsibilities for CPRS Manitoba Board of Directors

Updated March 2015

Please note, the following list is only meant as a guideline. The roles can change based on our programming and offerings, and the nominating committee will help to determine where candidates fit best depending on the skills and capacity of current board members.

PRESIDENT (Entering 2nd year of 2-year term)

The president is chief executive officer of CPRS Manitoba (The Society) and presides over the Society's meetings and the Board of Directors. The president sees the bylaws of the Society are observed and is an ex-officio member of all committees. A leadership role, the president is responsible for guiding and supporting the board and its members at the regional level.

The president oversees all aspects of the local chapter, including all activities. The president reports back on CPRS National's agenda, instilling a two-way communication channel between National and the chapter, and ensuring codes of practice are implemented across the board. The president is also responsible for sponsorship opportunities and acts as the chapter's spokesperson.

PAST-PRESIDENT (Not an elected position)

As someone with historical knowledge and experience with the local board, the past-president offers support and guidance to the chapter's volunteer board. The past-president also chairs the nominating committee for board elections.

VICE-PRESIDENT (Vacant, needs filling)

The vice-president is responsible to the president for all standing committees, and in the absence of the president, assumes and exercises the authority of the president.

The vice-president steers the Manitoba Communicator of the Year (MCOY) Award jury process, and in concert with executive and committees, oversees the MCOY event planning from beginning to end. Typically, the vice-president is a de-facto candidate for the next presidency.

TREASURER

The treasurer oversees all finances of CPRS Manitoba, and presents the Society's bank balance at all board meetings and a statement of finances at the annual general meeting. The treasurer is responsible for coordinating the registration tables at all CPRS Manitoba events where payment is required, and overseeing all transactions of the Society. Treasurer regularly checks our post office box and handles incoming correspondence.



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SECRETARY

The secretary is responsible for:

- The safekeeping of membership files and other records in CPRS Manitoba's shared documents drive
- Taking meeting minutes at board meetings and the AGM; sharing minutes in official format and on CPRS Manitoba letterhead following meetings
- Conducting correspondence
- Organizing board meetings and developing meeting agendas
- Organizing the AGM, board meetings and meeting agendas
- AGM items, including compiling the annual report and issuing the notice of AGM
- Overseeing the following Manitoba Communicator of the Year award items:
 - Creation and printing of agenda, program and award certificate
 - Coordination and amalgamation of winner's PowerPoint with CPRS's equipment
 - Room setup on day of the event.

COMMITTEES

ACCREDITATION CHAIR

The chair promotes the benefits of CPRS accreditation to members and affiliates, and shares information on the Public Relations Knowledge (PRK) exam for new practitioners. In addition, the chair assists the APR regional examiner where needed, and helps CPRS National co-ordinate the writing of the APR and PRK exams in Manitoba. Finally, the chair sits on monthly pan-Canadian calls for APR and PRK.

MEMBERSHIP CHAIR

The membership chair (or co-chairs) is responsible for initiatives aimed at growing membership and membership retention. This board member responds to membership inquiries in person and by email, updates the membership database and notifies the communications committee of any pertinent updates. Person also coordinates all aspects of CPRS National's annual membership initiatives, including e-notices and social media communications.

PROFESSIONAL DEVELOPMENT (PD)

One of the most important benefits CPRS Manitoba offers members, students, and the larger PR and communications community are our professional development events, panels, workshops and seminars. Currently, we host five PD events a year, two-three mixers and the Manitoba Communicator of the Year award gala luncheon.



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- **CHAIR or LEAD:** The PD lead will work with the programming team to create, plan, coordinate and be the hands on at events and mixers. The PD will ensure that the PD team is working closely with relevant committees on the board to ensure social media, web and other messages are being broadcast to membership and public. Coordination and delegation is key. The lead must be organized, available, reliable, able to delegate to co-chairs, step in at events to give greetings and be the overall coordinator in lead up to and at events.
- **SUPPORT:** This person liaises with speakers and panelists and coordinates all-things related to CPRS Manitoba's PD guests. The support person also assists the programming lead, and may be one in the same board member depending on committee numbers or availability.
- **VENUE MANAGER:** The venue manager books all CPRS Manitoba event venues, handles all special meal requests venues, books the audio-visual equipment and other logistical event arrangements, and ensures venues have provided the treasurer with a booking estimate prior to the event and an invoice following. If attending the event, this board member may be required to assist with event day logistics, room setup and AV requirements.

All members of the PD committee are responsible for keeping the PD manual current.

COMMUNICATIONS

Coordination and delegation is key. The lead must be organized, available, reliable, willing to review and able to delegate to the committee.

- **CHAIR or LEAD**
 - Website:** The chair manages and updates all aspects of our website, including events, news, career postings, and our board of directors page, and liaises when needed with web contractor. This person also should occasionally review the website for dead links, inaccuracies and to ensure it is communicating well as a whole;
 - Email:** The chair responds in a timely fashion to all incoming email at our general address;
 - Celebrations:** The chair will be responsible for sending congratulatory, condolence, and get well greetings cards on behalf on the board when needed. The lead will also write and submit all CPRS Manitoba announcements to Manitoba Movers. This person will also ensure that public thanks are regularly given to those who provide our board meeting space.



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- **SOCIAL MEDIA SUPPORT (for Facebook, Twitter and LinkedIN)**

This individual understands the value of and tactics involved in using social media to regularly communicate with audiences in an engaging manner. Person must be familiar with Hootsuite for scheduling posts, should be able to monitor real-time conversations, and willing to assess analytics. The social media support person should be proactive, keen and an engaging communicator, and be willing to scan and share relevant social media conversations happening across Canada. This person will generate and repurpose existing copy and multimedia posts for the following areas of CPRS Manitoba business:

 - Events/Programming:** Promoting all events.
 - Membership:** Working with the membership committee to promote the benefits of CPRS membership. This may include promoting the membership incentives program, Membership Month and/or membership referral initiatives.
 - Mentorship:** Supporting CPRS Manitoba's mentorship program. Duties may include managing any mentorship social media accounts, and on CPRS Manitoba's main social media channels, sharing information about the mentorship program.
 - Engagement:** Sharing messages from CPRS National and other chapters, as well as general PR news business.
 - Photography.** Taking and organizing photos to satisfy the multimedia content sharing of our various social and web channels and as contribution to our archives.
- **E-VITE COORDINATOR:**

Creating pages, invitations, notices and reminders for events throughout the year using chapter's e-vite service. The coordinator shares relevant links with the communications chair, the social media support person and all board members for promotional and social media purposes.
- **GRAPHIC DESIGN.** This committee member also designs posters for student events, cover photos for Facebook and other collateral such as programs.

MENTORSHIP CHAIR

The mentorship chair (or co-chairs) will plan and coordinate the mentorship program, which will involve matching current members in the industry with other members interested in learning from other practitioners and exploring careers outside their respective areas. A program plan is currently in development, with intentions to roll out the program in fall 2015.

STUDENT LIAISONS – TWO POSITIONS

Student liaisons are non-voting members of the board and offer valuable student perspective at board meetings. They organize one student mixer/networking event per fiscal year. In addition, they help out with events (when available), including the presentation of thank you gifts to speakers and panelists.