



Canadian Public Relations Society

Manitoba Society

2018-2019 CPRS Manitoba Board of Director Positions up for Election

May 2018

President

The president is chief executive officer of the society and presides over meetings of the society and the board of directors. The president sees that the by-laws and regulations of the Society are observed and is an ex-officio member of all committees. The president is also a member of the board's nominating committee, which assembles the board slate. *This position is entering the first of a two-year commitment and is up for election.*

Past President

Supports executive where needed and provides historical knowledge to the board. Leads the board nomination process. This position is entering the first of a two-year commitment. *This position is entering the first of a two-year term. It is the only position not up for election.*

Vice-President

The vice-president assists the president as needed and is responsible to the president for all standing committees. In the absence of the president, the individual assumes and exercises the authority of the president. In addition, the VP steers the planning of the Manitoba Communicator of the Year award and gala event. The vice-president is the de-facto nominee for president, once their two-year term is up. The VP is a member of the board nominating committee. *This position is entering the first of a two-year commitment.*

Treasurer

The treasurer is the lead on banking and financials, board and event insurance, tax filing, invoice processing and the CPRS Manitoba postal mailbox. The treasurer presents financials at the annual general meeting and keeps the board apprised of summary financials at every board meeting.

Secretary

The secretary takes minutes, sets meeting dates, creates and shares meeting agendas, organizes board meetings, keeps the board contact list up to date, maintains the chapter passwords, compiles the annual report, supports the election process, helps prepare CPRS MB's presentation for MCOY, maintains our archives, and undertakes any other needed correspondence. The secretary may also fill in for the treasurer in checking the CPRS MB postal box.

Accreditation

The accreditation chair, who must be an APR, shares information at the chapter level on both PRK and APR. He works with National on accreditation applications, connects local candidates to APRs for mentorship, watches for and shares accreditation updates and news with board and membership and manages the accreditation library.

Membership

The membership chair is a strong networker and a people person. In person and online, the membership chair will think strategically and act tactically to help retain and grow CPRS Manitoba's full-time and student membership. The chair will receive and review monthly membership lists from CPRS National and update the CPRS Manitoba database to keep it in good standing, address membership queries in person and through email, annually review the membership section of our [website](#), and steer [Membership Month](#) communications (each March).

Sponsorship

Working from and evolving the established CPRS MB templates, this role involves spearheading all sponsorship initiatives for CPRS MB, reaching out to and managing any and all in-kind and financial partnership opportunities for the Society. This role is also the liaison between sponsor and board and will gather and distribute all collateral for (logos and other files for presentations, web, digital and programs) as well as coordinates sponsor seating, tickets, and all other necessary requirements. In this role it is essential all pieces of each sponsorship package materialize as promised and in a proactive manner, and that meaningful one-on-one communications take place to demonstrate CPRS MB's appreciation.

Professional Development

1. **Professional Development Chair** – Starting at CPRS MB's June planning meeting and over the course of summer, the PD Chair's primary role will be working with the board to plan the thematic approach and ideas for the Society's 4-5 PD events per season (typically: Oct. Nov., Jan. Feb., March). This person is the lead on all professional development events, overseeing budgets, venue and menu details, coordinating board volunteers to assist at events, reviewing invoices, writing/updating existing communications for promotions, meeting promotional deadlines, and being the primary contact on all speaker outreach. Supports the special events chair as needed. This position requires strong organizational skills, a consistent work ethic, and the ability to work to deadlines. It's strongly recommended as PD lead, the individual is comfortable delegating and moving tasks forward, but is able to work with the board to generate compelling and resonant PD sessions that serve CPRS MB membership and larger community.
2. **Special Events Chair** – The special events chair assists the vice-president with planning MCOY and issuing nominations (to start in late fall), and also is the planning lead on all CPRS MB's special events (Brews N News and mixers). This person also must assist the regular events chair plan PD events and the Secretary plan the annual general meeting. This person should oversee student liaisons as they plan their student spring mixer.

3. **Venue Manager** – The venue manager is responsible for inquiring, managing and booking all venue matters, including research, booking, estimates, food and beverage (menu) review, amenities support, speaker support requests and ensuring the invoice gets to our treasurer. This person also supports the whole PD team.
4. **PD support** - Assists the PD committee; coordinates speakers' gifts.

Communications

1. **EventBrite/MailChimp Manager** - The EventBrite manager handles everything related to CPRS MB's EventBrite and MailChimp account to communicate with our community about events and announcements. This person also is our website backup.
2. **Correspondence**
 - a. Regularly checks/responds to general queries that come to info@cprs.mb.ca; forwarding emails to appropriate board members or committees for follow up.
 - b. Buys and organizes gifts/cards for significant occasions for members and board members, writes and submits Manitoba Movers notices to *Free Press* (generally twice a year (before MCOY to announce winners and again when our board slate is confirmed), buying and coordinating gifts for presenters, and buying frames for certificates.
3. **Graphic Design and Photo Editor**

Designing CPRS MB collateral such as all print programs and award certificates, arranging or taking photos at events, board meetings and other CPRS MB functions as needed.
4. **Social Media**

The social media communications person is responsible for managing and executing all three CPRS MB social media channels (Facebook, Twitter and LinkedIn), as well as providing EventBrite backup. This person may also coordinate the CPRS MB blog if content and time allows.
5. **Website Management & Updates** Responsible for updates and maintenance of www.cprs.mb.ca, a Wordpress site. This person adds new content as requested by board members and works with our web server and email provider (MTS) when issues arise.

Mentorship – currently on hold

The mentorship chair plans and executes the CPRS Manitoba Mentorship Program, organizes informal mixers or meet and greets, and updates any mentorship program collateral as needed, such as the booklet and website content. This program and chair is currently on hold.

Contact: mentorship@cprs.mb.ca