

Job Descriptions for Southwest Florida Chapter FPRA

President

Rationale: To establish Chapter goals for the coming year and guide the leadership of the Southwest Florida Chapter in accomplishing its assigned tasks.

Procedure: The office of Chapter President is filled annually, along with other Chapter officer and director positions through a nomination and election process, as set forth in the Chapter by-laws.

In order to serve as Chapter President, it is customary that the person serves as President-Elect of the Chapter for the preceding year. The President must be a member of good standing in the organization.

Duties

- Presiding over Chapter membership and board meetings. This includes stimulating discussion, balancing discussion, keeping the discussion on track, breaking up hot controversies, keeping the meeting lively and summarizing results.
- Representing the Chapter on the Association board of directors and attending Association board meetings.
- Appointing new directors, as necessary, to fill vacancies on the board.
- Proposing Chapter goals, to be adopted by the board of directors.
- Carrying out the wishes of the majority of the board of directors.
- Enforcing Chapter and Association bylaws.
- Presiding over Chapter functions.
- Representing the organization in the community.
- Leading and motivating the board of directors and membership as a whole.

Job Descriptions for Southwest Florida Chapter FPRA

President-Elect/Membership Chair

Rationale: As President-Elect, to insure that the person assuming the president's role in the future has exposure to the responsibilities and duties of the President. This person has the opportunity to assist the President in meeting goals and building the membership of the Chapter. As Membership Chair, to oversee matters concerning new membership development and current membership maintenance.

Procedure: The office of Chapter President-Elect/Membership Chair is filled annually, along with other Chapter officer and director positions, through a nomination and election process, as set forth in the Chapter bylaws.

Duties:

- Considered a final step for preparation to become Chapter President for the following year.
- Expected to attend Association board meetings, along with the President, as a delegate of the Chapter.
- Will preside over the Chapter's affairs in the President's absence.
- Submit membership report to the board prior to the monthly board meeting.
- Obtain board approval and required signatures on each application.
- Assure that appropriate information is on each application.
- On request, send membership information to prospective members.
- Order appropriate supplies for membership packets from the Association office. Membership packet should contain, but is not limited to: Code of Ethics, membership list, membership and accreditation brochures, welcome letter, history of the organization, and membership application.
- Have membership packets available at monthly meetings.
- Actively solicit new members with the cooperation of Chapter members.
- Answer questions regarding membership in person, via telephone or electronically.
- Oversee accurate database of current membership. Include name, organization name, address, membership category, phone number and email address.
- Cooperate with the association to keep their records accurate.
- Notify members of renewal specifics and that their names will be removed from roster if membership is not renewed with the association. This should be done both by phone and e-mail or mail/letter.
- Plan and hold an annual membership drive and new member orientation.
- After local board approval, forward applications to the Association office. Keep copy of applications and payment check for local records.

Job Descriptions for Southwest Florida Chapter FPRA

Secretary

Rationale: The primary purpose of the Secretary is to ensure that board meetings are recorded accurately.

Procedure: The position is filled annually, along with other Chapter officer and director positions, through a nomination and election process, as set forth in the Chapter bylaws.

Duties:

- Minutes are to be sent to all board members prior to the next Chapter meeting so that any edits and changes can be made. The minutes should be re-sent at that point before the Chapter meeting so that it can be used as an outline for the president when planning the agenda for the monthly Chapter meeting.
- Keeping and maintaining the Chapter minutes as detailed above.
- The Chapter Secretary will also keep attendance records for members of the board as part of the monthly minutes. Absences can either be excused (president notified prior to meeting) or unexcused (no notice given).
- After the nominating committee presents the slated election nominees to the board, the Secretary shall mail the candidate names to the general membership, along with a meeting reminder. The Secretary will note that additional nominations may be made by written petition and signed by at least 15 percent of qualified Chapter members. Petitions need to be filed at least 10 days prior to the annual election meeting.
- The Secretary shall perform such other duties, as the office shall require and fill in and assist other board members and committees with projects as needed. Like all board members, the Secretary is to attend monthly board and membership meetings, as well as many Chapter events as possible.

Job Descriptions for Southwest Florida Chapter FPRA

Treasurer

Rationale: The treasurer is responsible for the financial health of the Chapter.

Procedure: The position is filled annually, along with other Chapter officer and director positions, through a nomination and election process, as set forth in the Chapter bylaws.

Duties:

- By using sound financial management tools and by working in conjunction with the Chapter board, the treasurer can ensure continued growth while heading off potential treasury losses.
- After receiving each board member's income and expenses for the year, the Treasurer compiles the Chapter budget, ensuring that the annual expenses do not exceed the annual income. The budget is entered into the QuickBooks software.
- Profitability reports are run from QuickBooks as each income-generating project is concluded to evaluate the financial outcome and to make recommendations to the board for budget adjustments if necessary.
- The Treasurer manages all Chapter payables and receivables. Payables should be reviewed for accuracy and made in a timely manner. Receivables should be deposited regularly. Receipts for out of pocket expenses are given to the Treasurer for reimbursement. All transactions should be documented, recorded in QuickBooks, and filed.
- To maintain sound financial records and control operating expenses, the Treasurer prepares a monthly accounting, in writing, for the board's review. The report should include receipts, disbursements and current account balances.
- The Treasurer balances the checking and savings accounts to the bank statements on a monthly basis. Funds are transferred from checking to savings regularly as the checking account balance allows.
- The Treasurer coordinates an annual financial review. An independent person with accounting experience, preferably an accountant, performs the review. The Treasurer should maintain the review document with the Chapter treasury files.
- The Treasurer attends Chapter programs and functions to assist in registration, recording payments and issuing receipts.

Job Descriptions for Southwest Florida Chapter FPRA

Immediate Past President

Rationale: The Immediate Past President's role is to serve as an advisor to the current Chapter President and the Chapter board of directors. This includes serving as a member of the board of directors for the year and assisting with Chapter activities and projects.

Job Descriptions for Southwest Florida Chapter FPRA

VP of Communications

Rationale: Oversees all internal and external communications efforts (including media). Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

Newsletter Chair

Web site Chair

Emerging Communications Chair

Procedure: The office of Chapter Vice President of Communications is filled annually, along with other chapter officer and director positions through a nomination and election process, as set forth in the Chapter by-laws.

Job Descriptions for Southwest Florida Chapter FPRA

VP of Community Relations

Rationale: Guides the development of and oversees management of any programs or committees established that furthers member-to-member relations, or chapter-to-community relations. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

Hospitality Chair

Special Projects Chair

Procedure: The office of Chapter Vice President of Community Relations is filled annually, along with other chapter officer and director positions through a nomination and election process, as set forth in the Chapter by-laws.

Job Descriptions for Southwest Florida Chapter FPRA

VP of Member Relations

Rationale: Guides the development of and oversees management of any programs or committees established that furthers members' development with relation to the industry and each other and enhances the value of membership in FPRA. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

Image Chair

Programs Chair

Procedure: The office of Chapter Vice President of Member Relations is filled annually, along with other chapter officer and director positions through a nomination and election process, as set forth in the Chapter by-laws.

Job Descriptions for Southwest Florida Chapter FPRA

VP of Professional Development

Rationale: Guides the development of and oversees management of any programs or committees established that furthers members' professional development. Serves as board liaison for the following committees, with supervisory authority over the chairs of those committees:

Credentialing Chair
Education Chair
PR University Chair

Procedure: The office of Chapter Vice President of Professional Development is filled annually, along with other chapter officer and director positions through a nomination and election process, as set forth in the Chapter by-laws.

Job Descriptions for Southwest Florida Chapter FPRA

Accreditation Chair

Rationale: By designating those professionals who subscribe to a common code of ethics and a common professional accreditation process, common ground is established for more effective and cooperative promotion of the accredited credential and marketing of its professional significance. To that end, the Accreditation Chair shall organize, plan, promote and expedite the accreditation process for the Southwest Florida Chapter.

Procedure: The position is filled annually, along with other Chapter officer and director positions.

Duties:

- Establish a team of five APRs to oversee the process, including three serving as oral examiners.
- Promote the accreditation process in various issues of the Southwest Florida Chapter newsletter.
- Make announcement regarding the accreditation process during the monthly meeting.
- Personally contact those who qualify to arrange an orientation session.
- Hold orientations with other accredited committee members to review testing process, suggest study outline, distribute materials and provide names and phone numbers of advisors.
- Hold 8-10 regular study sessions with a guided training manual as well as proctor the written exam.
- Determine exam dates and locations.
- Conduct exams on two separate dates, one in the spring, one in the summer; arrange for oral examiners.
- Make arrangements for press releases to go out notifying the public of those members who passed exams and achieved status of APR.
- Plan out acknowledgement presentation at a monthly meeting to acknowledge the new APRs with a pin.
- Report to the VP of Professional Development on a regular basis.

Job Descriptions for Southwest Florida Chapter FPRA

Education Chair

Rationale: The Southwest Florida Chapter of FPRA places a strong emphasis on all aspects of Public Relations education. One piece of particular importance, is cultivating the next generation of PR professionals. The role of Education Chair is integral as we work to ensure the sustainability and evolution of our profession. Involvement with our student chapter (FPRA@FGCU), mentoring and internship programs, and an increased presence in area secondary schools, all fall under the auspices of this position.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties

- Mentor for FPRA@FGCU
- Liaison between students and professionals
- Program development for Lee County secondary schools
- Mentoring program
- Internship program
- Other education-related duties, as needed

Job Descriptions for Southwest Florida Chapter FPRA

Emerging Communications Chair

Rationale: Promote FPRA Chapter luncheons, programs and awards to the media and public.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties:

- Write and send news releases advancing monthly luncheons.
- As necessary, issue news releases on programs and awards, including those receiving accreditation.
- Update, produce and market annual Southwest Florida Media Guide.
- Let the media know about FPRA's resources, including public relations/information contact information for use by reporters/editors/producers.
- Maintain the Chapter's blog, Twitter account, Facebook page and any other social media communications tools.

Job Descriptions for Southwest Florida Chapter FPRA

Hospitality Chair

Rationale: The Hospitality Chair is responsible for overseeing the coordination of the set-up and logistics for the monthly membership meetings and related auxiliary events; meeting and greeting guests and members at monthly luncheon meetings; informal mentoring; establishing contacts and promoting relations with other professional organizations including chambers of commerce. Appoints committees as needed to fulfill responsibilities.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties: With regard to regular monthly luncheon meetings, the Hospitality Chair is responsible for:

- Scheduling and securing a contract for 18 monthly membership meeting dates and venue(s) and 18 monthly board meeting dates and venue(s) each year in September, as well as any additional event dates for the Southwest Florida Chapter of FPRA.
- Recording the meeting information on the FPRA message line, including Web site registration information; meeting date, time and location; meeting topic and brief description; and meeting cost and registration policy.
- Keeping a meeting registration database (RSVPs are collected by e-mail/Internet registration and telephone message line registration) and distributing the final meeting attendance count to all appropriate parties (President, Programs Chair, Membership Chair, Treasurer and venue contact) on the Wednesday before the meeting date.
- Arriving early at the meeting location, supplying and preparing materials for the meeting including registration lists (two), name tags, stick-on name tags/markers, guest sign-in sheets/pens/tape, informational brochures and/or flyers and items for sale.
- Working with the Treasurer to count paid attendees, noting no-shows and walk-ins, and creating a post-meeting report that will help the Treasurer reconcile actual attendance with the venue bill.
- Coordinate with Programs Chair to ensure meeting venue has appropriate set-up for upcoming meetings.
- Create nametags for new members.

Job Descriptions for Southwest Florida Chapter FPRA

Image Awards Chair

Rationale: To carry out a Local Image Competition. To promote the Golden Image competition.

Procedure: The position is filled annually, along with other chapter officer and director positions, through a nomination and election process, as set forth in the chapter bylaws.

Duties:

- In January, identify three to five members willing to serve on the committee to coordinate the event.
- Choose a theme for your competition.
- Select dates for:
 - Entries deadline -- Usually a Friday afternoon.
 - Judging -- Offer to judge a nearby Chapter's entries in exchange for judging yours.
 - Awards ceremony -- Early enough to allow winners to edit their Golden Image entries if needed.
- Create printed tools to promote the event:
 - Call for Entries -- Same format as Golden Image.
 - Invitation to ceremony.
 - Program for ceremony.
- Promote event among membership:
 - Conduct image workshop to explain entry process.
 - Announce at monthly meetings.
 - Ask a past winner to speak at monthly meeting.
 - Place articles in monthly chapter newsletter.
 - Call past entrants to encourage them to enter.
 - Call members who haven't entered in past to offer help.
- Coordinate judging:
 - Arrange for qualified judges - groups of three for each division work best, but any number over three will do as long as judging is consistent.
 - Organize the entries after the deadline.
 - Send judges a copy of each summary in their division, with judges' form attached, in advance of judging date, if possible.
 - Conduct judging; determine winners.
 - Order awards (trophies, plaques, or certificates).
- Coordinate ceremony:
 - Select location.
 - Confirm date, time, and availability.
 - Select menu/determine costs/establish price for tickets.

- Select award presenter(s)/emcee(s).
 - Plan program that will interest all members, not just winners.
 - Take reservations.
- Coordinate sponsorships:
 - Printers to do materials.
 - Graphic artists or ad agencies to design materials.
 - Local businesses to sponsor event.
- Remember to follow-up:
 - Publicize the winners.
 - Encourage winners to enter Golden Image.

Job Descriptions for Southwest Florida Chapter FPRA

Newsletter Chair

Rationale: The Chapter newsletter is the primary communication link between the Chapter and its members. Its purpose is to disperse information about FPRA meetings and events (at the local as well as the state level); notify members about continuing education opportunities, such as APR, CPRC; act as a recruiting tool whenever possible; direct members to other FPRA sources, such as our Web site; and in some cases, provide members with information relevant to the Public Relations industry as necessary.

Procedure: The position is filled annually, along with other Chapter officer and director positions.

Duties:

- The newsletter is distributed via email to members with a few exceptions. It is mailed via U.S. Postal Service to those members who do not have e-mail. Due to the nature of our organization, efforts to maintain a high quality of written communication must be made. The Chapter President will review the newsletter for content before distribution to membership.
- The Newsletter Chair is responsible for compiling content, ensuring all relevant material is included, distributing the newsletter for proofing, then to membership, in a timely manner. Members of the board should provide the Newsletter Chair with appropriate content as necessary.
- The Newsletter Chair and the Web site Chair should maintain regular contact so that both resources remain consistent with regard to content.
- Regular newsletter content may include:
 - Monthly meeting speaker and topics
 - Announcements about upcoming Chapter and Association events
 - Message from the President
 - List of new members
 - APR tips from an APR-designated member
 - News from the state Association
 - Spotlight on a board member
 - Hot trends

Job Descriptions for Southwest Florida Chapter FPRA

Programs Chair

Rationale: The primary objective of the Programs Chair is to further members' professional development opportunities by securing speakers/topics for the Chapter's monthly meetings. Programs should be of interest to both novice and seasoned public relations professionals.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties:

- The Programs Chair is responsible for surveying the Chapter's membership, in order to identify desired program topics. In addition, the position includes researching speakers/topics that have proven effective with other FPRA chapters.
- The Programs Chair contacts prospective speakers to review such details as the appropriateness and personalizing of presentations for the Chapter, and handles other issues such as speaker fees, travel arrangements (examples: mileage reimbursement and securing accommodations), audio/visual equipment needs, and other related topics.
- It is the Programs Chair's responsibility to notify other board members with speaker/topic information, in order for the programs to be properly publicized through the Chapter's newsletter, Web site, etc.
- On the day of the presentation, the Programs Chair oversees on-site responsibilities, such as assuring the stage and any equipment are set up properly, along with introducing the speaker.
- Other items the Programs Chair is responsible for include researching and purchasing speakers' gifts; follow up thank you correspondence with speakers, and monitoring program surveys that are distributed to members at each meeting.

Job Descriptions for Southwest Florida Chapter FPRA

PR University Chair

Rationale: The primary goal of the Florida Public Relations Association is “enhancing the professional development of its members.” PR University provides a one-day local professional development seminar for our members and other interested professionals in our community. In addition to professional development, this event provides potential for membership recruitment, public relations for the profession and FPRA, and serves as a fund-raising activity for the Southwest Florida Chapter.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties:

- Determine and secure site for PR University. Preference is for the meeting to be held on a college or university campus.
- Establish a timeline for the event.
- Manage the budget for the event consistent with the Chapter budget and aligned with fundraising goals set for the year.
- Establish a theme and coordinate graphics for promotion.
- Establish committee and subcommittees as appropriate.
- Establish the conference program.
- Secure speakers and coordinate all logistics for their presentations.
- Secure sponsors and exhibitors as appropriate.
- Prepare program book and notebooks as appropriate.
- Coordinate with site staff for audio visual, parking, registration, meal service and other needs.
- Staff registration table.
- Conduct survey of attendees for conference feedback and write event summary for the next year.

Job Descriptions for Southwest Florida Chapter FPRA

Special Projects Chair

Rationale: The Special Projects Chair exists to assist the VP of Community Relations with whatever projects are designated for the Chapter each year.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Job Descriptions for Southwest Florida Chapter FPRA

Web site Chair

Rationale: The Chapter Web site has become an essential communication link between the Chapter and its members. Its purpose is to disperse information about FPRA meetings and events (at the local as well as the state level); provide Chapter contact information; provide an avenue for luncheon registrations; and notify members about continuing education opportunities such as APR, CPRC.

Procedure: The position is filled annually, along with other chapter officer and director positions.

Duties

- Responsible for updating content on all areas of the Web site in a timely manner.
- Responsible for coordinating the Web site hosting and keeping current the url registration.
- The Newsletter Chair and the Web site Chair should maintain regular contact so that both resources remain consistent with regard to content.
- The Web site Chair should look for ways to enhance the look and feel of the Web site and incorporate new technology whenever possible.