



**Job Description for Vice President of Communications  
PRSA—Las Vegas Valley Chapter**

**Drafts board meeting minutes and provides minutes for review and final board approval within one week following the meeting. Posts the final meeting minutes to the chapter's online archives (asset manager) and blog.**

**Keeps records of all meetings and forwards to PRSA and Western District as required in the PRSA bylaws**

**Forwards proposed budget to VP of Finance**

**Recruits and oversees publicity, blog/newsletter, Internet and ethics/advocacy committee members; manage committees to ensure that regularly-scheduled programming represents a variety of public relations interests.**

**Publicity Committee coordinates with the VP of Communications to:**

- Create and edit blog postings, as appropriate
- Coordinate posting of news on chapter Web site with Internet Chair
- Provide media relations services to the chapter—creates media materials for announcement of new board, luncheon seminars, professional development seminars, new APR designates, chapter events, board transition, etc.
- Develops relationships with local media representatives in an effort to forward public relations as a profession

**Blog/Newsletter Committee coordinates with the VP of Communications to:**

- Create, edit and monitor blog postings
- Solicit blog postings from other committees
- Create and distribute a monthly blog highlights group e-mail
- Train board members and other committee members on blog use

**Internet Committee coordinates with the VP of Communications to:**

- Manage content and functionality of the chapter Web site (prsalasvegas.com)
- Supervise technical upgrades to the chapter's electronic communications vehicles
- Assist with content and functionality of the Pinnacle Awards website

**Ethics & Advocacy Committee coordinates with the VP of Communications to:**

- Coordinate chapter ethics messages and serves as a voice for ethics in the chapter

- Coordinate with VP of Programs, professional development committee and luncheon seminar committee to plan annual ethics programming
- Serve as the chapter's main voice internally and externally to promote public relations as a profession
- Serves as a chapter resource to chapter members needing advice and counsel on ethics concerns
- Works with publicity committee to develop relationships with local media representatives in an effort to forward public relations as a profession

**Participates in conference calls with PRSA national and Western District regarding administration, ethics, advocacy, and chapter communications.**

**Attends yearly retreat, monthly board meetings and luncheon seminars, and supports other chapter activities such as membership mixers and professional development seminars**