



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

Provides monthly membership reports to Board

Works closely with the national PRSA office to help facilitate the membership process

Provides the Board with updates as to new, lapsed and dropped members

Recruits and oversees UAB chairs, recruitment and retention committee, job bank and diversity committees; manage committees to ensure regular member contact and outreach.

UAB chairs coordinate with the VP of membership to:

- Conduct APR preparedness sessions
- Coordinate Readiness Reviews for APR candidates
- Serve as the chapter's liaison to the UAB and associated accreditation information
- Promote the APR program among qualified chapter members
- Engage current APRs in chapter activities, specifically those in support of the accreditation process

Recruitment and retention committee coordinates with the VP of membership to:

- Promote chapter membership to potential, new and current chapter members through special events, welcome calls and other methods
- Market upcoming membership programs to local non-members
- Devises strategic plans and coordinates efforts to actively recruit new members to the chapter
- Welcomes new chapter members and provides them with overview of chapter benefits
- Adds new member e-mail addresses and PRSA identification numbers to Cvent and Job Bank
- Hosts at least two membership mixers during the year

Job Bank committee coordinates with the VP of membership to:

- Solicit and post job opportunities to members and others with a subscription to the Job Bank website

- Post new job opportunities within two days of receipt
- Delete old job opportunities after 30 days, or when the position is filled
- Manage subscription process for members and non-members in coordination with the Internet committee and the recruitment and retention committee

Diversity committee coordinates with the VP of membership to:

- Work together with the recruitment and retention committee to increase the chapter's membership with particular attention to increasing the diversity of the chapter, including racial, ethnic, industry and practice
- Assist the Vice President of Programs, luncheon committee, and professional development committee with diversity-related educational chapter programming
- Work to enforce PRSA's non-discrimination policy

Signs-up for national PRSA e-mail group for VPs of Membership

Forwards proposed budget to VP of Finance

Participates in conference calls with PRSA national and Western District regarding membership

Provides blog/newsletter articles as assigned by the board

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