



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

**Presents upcoming annual programming calendar for review at retreat**

**Coordinates with PRSA to engage and update local members on local, regional and national professional development opportunities**

**Drafts and distributes promotional communications for events including e-mails and newsletter articles**

**Forwards proposed budget to VP of Finance**

**Recruits and oversees luncheon seminar, professional development and Pinnacle Award committee members; manage committees to ensure that regularly-scheduled programming represents a variety of public relations interests.**

**Under the supervision and guidance of the VP of Programs the Luncheon Seminar Committee will:**

- Organize and staff at least 10 monthly luncheon seminars during the calendar year
- Contact, confirm and review presentation topics from prospective speakers
- Provide presenters with Presenter's Guidelines
- Coordinate necessary presenter travel arrangements
- Introduce speaker(s) at seminar
- Organize presenter thank-you gifts and cards
- Secure locations for events and coordinates other logistics including catering, set-up, tear-down, registration, audio/visual equipment, PA system, etc.
- Coordinate with VP of Finance on reservations and funds collected
- Establish pricing for events and manage reservations in coordination with the VP of Finance
- Verify membership status of reservations in coordination with VP of Membership
- Monitor Cvent evaluation tool for each event and provide a summary report to the Board and membership

**Under the supervision and guidance of the VP of Programs the Professional Development Committee will:**

- Coordinate at least four professional development events during the year
- Coordinate with VP of Finance on reservations and funds collected
- Secure locations for events and coordinates other logistics including catering, set-up, tear-down, registration, audio/visual equipment, PA system, etc.

- Monitors Cvent evaluation tool for each event and provides a summary report to the Board and membership
- Establish pricing for events and manage reservations in coordination with the VP of Finance
- Verify membership status of reservations in coordination with VP of Membership

**Under the supervision and guidance of the VP of Programs the Pinnacle Awards Committee will:**

- Hold regular meetings to coordinate the entire Pinnacle Awards program planning process
- Coordinate planning, marketing and recruitment of entries for consideration
- Develop budget goals for a financially-profitable event
- Provide expanded educational opportunities for the entry submission process
- Identify a venue for the annual awards event; coordinate date, catering, speakers/emcee, etc.
- Develop marketing strategies and tactics; develop all printed and electronic collateral support materials
- Attract attendees to meet or exceed budgeted target
- Coordinate programming to honor and recognize public relations excellence in the Las Vegas Valley
- Work with the Sponsorships Committee to identify and recruit suitable cash and in-kind event sponsors
- Coordinate publicity to maximize event attendance and profile
- Coordinate judging recruitment, selection, training, and logistics
- Coordinate silent auction, including securing auction items and set-up at the event
- Coordinate awards for presentation at the event
- Recruit volunteers to help with event registration, silent auction, etc.

**Provides blog articles as assigned by the board**

**Participates in conference calls with PRSA national and Western District regarding professional development, awards events, and other chapter programs**

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