



PRSSA National Committee Job Descriptions

(Updated October 26, 2023)

Updates to these descriptions will be detailed in the 2024 Situation Analysis, which will be on the PRSSA website in February. If you are considering running for office, you should review the Situation Analysis and talk to the current National Committee officer rather than rely solely on this document.

National President

The PRSSA National President shall act as the principal administrative officer of the PRSSA National Committee; serve as liaison with PRSSA Advisers, the PRSA Senior Vice President of Programs and the PRSA Board of Directors; organize the agenda and programs for the annual National Committee meetings and PRSSA Leadership Assembly meeting; supervise the PRSSA International Conference; organize and supervise PRSSA National Sub-committees; regulate Chapter probation and charter revocation; advise and instruct National Committee members on policies and procedures of the Society; and administer PRSSA Chapter and member award programs.

Immediate Past President

The Immediate Past President shall function as an adviser to the National President and work on special projects, such as the PRSSA/PRSA relationship and PRSA Associate membership. The Immediate Past President shall perform all duties of the National President if the President is absent or unable to perform his or her duties.

Vice President of Brand Engagement

Responsibilities include but are not limited to securing PRSSA brand engagement through internal and external publications such as the National blog, Progressions, podcasts and media relation initiatives.

Vice President of Career Services

Responsibilities include but are not limited to developing and promoting national internship directories, services and programs.

Vice President of Chapter Development

Responsibilities include but are not limited to coordination of the Phone/Email Outreach Tree. As well as programming and leadership training at National events, such as the community service initiative.

Vice President of Digital Communications

Responsibilities include but are not limited to, promoting and managing PRSSA digital communication activities to internal and external publics.

Vice President of Diversity, Equity, Inclusion & Belonging

Responsibilities include but are not limited to, advocating for the Society to sustain a more welcoming and inclusive community; allowing exposure to new perspectives and insights that will enhance our education as strategic communicators and global citizens.

Vice President of Events and Fundraising

Responsibilities include but are not limited to, coordinating and supporting activities such as District Conferences, cross-Chapter interaction and Chapter fundraising and sponsorships.

Vice President of Member Services

Responsibilities include but are not limited to, assisting Chapters with recruitment, managing the Affiliate Membership program, promoting scholarships and awards, competitions, and High School Outreach.

Vice President of Professional Development

Responsibilities include but are not limited to, promoting, and managing programs that facilitate the growth and development of Student-run Firms.

Please consider:

1. You must be a PRSSA member to run for and while serving in your office.
2. You need excellent leadership, time management, creative thinking and problem-solving skills.
3. You must be enrolled in school at least through the fall term.
4. You must be able to work well independently in a long-distance team and with a group.
5. Be aware that you will devote time each week to PRSSA.
6. You must attend National Committee meetings during your term however these will be discussed further in June 2024. When travel for these meetings is possible, PRSSA will pay the airfare and hotel (room and tax) to these meetings and some meals.