



BOARD MEMBER JOB DESCRIPTION – PRESIDENT

PRESIDENT DESCRIPTION

The President presides over all meetings and functions of the organization. The president is an ex-officio member of all committees. The President is the official spokesperson for CAPIO and is responsible for implementing the policies and programs of the organization. The President, along with the President Elect | Treasurer shall be authorized to sign for expenditures of CAPIO funds. 20 – 30 hours per month.

RESPONSIBILITIES

- ☐ Preside over monthly board meetings and board meeting agenda development/management
- ☐ Lead on crisis communications strategies and day in and day out decision making
- ☐ Support all Board Members in their roles
- ☐ Maintain knowledge of the association finances and any trends affecting future conference or workshop attendance
- ☐ Oversee the development and implementation of the CAPIO Strategic Plan
- ☐ Identify areas of growth for the organization with the support of Board members and the general membership
- ☐ Identify future leaders and encourage committee and future board involvement

CAPIO BOARD RETREAT

- ☐ Develop retreat agenda and facilitator with the support of the President-Elect and the Association Manager with input from the Board
- ☐ Support/Manage Retreat



BOARD MEMBER JOB DESCRIPTION – PRESIDENT-ELECT | TREASURER

PRESIDENT ELECT DUTIES

The President-elect collaborates with the President to learn the role of the President, to become familiar with the CAPIO programs and its governance and to develop and facilitate officer transition. The President-elect assists and supports the President as needed and plans for the Presidential year. The President-elect shall automatically become President at the end of the term as President-elect. Additionally, the President-elect/Treasurer is responsible for oversight of CAPIO's financial affairs. In this capacity, the President-elect/Treasurer must sign or approve check requests and keep financial records for CAPIO. Additionally, the President-elect/Treasurer reports on CAPIO's financial condition at each Board meeting and issues an annual report at the end of the Board term which shall be published and made available for public review. The President-elect will also ensure that records are available for any audit activity as directed by the Board. This position must have served on the board for at least one year prior to running for president-elect / treasurer. This position requires a monthly commitment of 20+ hours.

RESPONSIBILITIES

- ☐ Assist with planning the CAPIO Board Retreat
- ☐ Work on special projects associated with the board strategic plan and track and manage outcomes
- ☐ Support president and association manager on budget and future budget planning
- ☐ Review budget monthly and report on fiscal status during monthly Board Meetings
- ☐ Approve checks and sign them
- ☐ Work with CAPIO Association Manager to approve annual fund transfers to savings/ reserves
- ☐ Reviews membership dues every 5 years and makes change recommendation based on CPI or inflation
- ☐ Monitor both expenditures and receivables to ensure progress toward achieving annual goals.
- ☐ Make recommendations on expenditure guidelines as needed



California Association of Public Information Officials

DESCRIPTION UPDATED
September 12, 20231

BOARD MEMBER JOB DESCRIPTION – IMMEDIATE PAST PRESIDENT

IMMEDIATE PAST PRESIDENT DESCRIPTION

The Immediate Past President provides assistance to the President and President-Elect and the CAPIO Board of Directors as requested. The Immediate Past President assists in the transition of the incoming board and provides continuity from one board to the next as well as historical perspective on CAPIO past practices and policies. He/she may assist the President/Board as requested with duties and matters pertaining to CAPIO and will be available for assistance and counsel on CAPIO business.

The term of office for the Immediate Past President is concurrent with the term(s) of the succeeding CAPIO President. In the event of a vacancy in the Immediate Past President role, the position shall remain vacant until the current chapter President succeeds into this position.

DUTIES INCLUDE

- ☐ Provides strategic guidance to Board of Directors
- ☐ Leads planning of Emergency Communications Academy in partnership with Cal OES
- ☐ Identifies opportunities to involve the Past Presidents Circle members
- ☐ Assists and advises incoming President with potential transition issues
- ☐ Performs other duties assigned by the President
- ☐ Identifies, cultivates and recruits future CAPIO board members and/or committee members

Mentoring Program

- ☐ Serves as a mentor for board members and volunteers
- ☐ Manage CAPIO's Mentoring program to ensure that up to 20 mentee/mentor pairs are matched up each year
- ☐ Work with Conference VP to coordinate a meet-up session for all mentee/mentor pairs in attendance at the annual conference

CAPIO Young Communicator Scholarship

- ☐ Oversee and support the CAPIO Young Communicator Scholarship Program
- ☐ Identify judges to review and score the applications
- ☐ Develop and implement recognition program at the annual conference for scholarship recipient, including development speaking points, PPTs, congratulatory letter



BOARD MEMBER JOB DESCRIPTION – VICE-PRESIDENT/CONFERENCE CHAIR

Vice-President/ Conference Chair DUTIES

The Vice-President/Conference Chair is responsible for overseeing the coordination of the annual conference.

Conference-Specific DUTIES INCLUDE

- ☐ Establish a timeline for coordinating and implementing the annual conference, typically held in April each year.
- ☐ Establish a working conference committee to coordinate the different aspects of the conference, including Program/ Speakers, Sponsorships, Publicity, Hospitality and Awards.
- ☐ Provide oversight and support to conference committees during the planning process to ensure they are meeting CAPIO goals, staying within budget and meeting necessary deadlines.
- ☐ Work with the Vice-President/Awards to develop awards program, refine categories and coordinate Awards Dinner details.
- ☐ Oversee conference activities during the conference. This includes welcoming attendees, providing support and oversight to all vendors and sponsors, meeting new attendees and members, assisting with check-in and other onsite support as needed.
- ☐ Work with the CAPIO Association/Conference Manager to create and send out a Conference Attendee survey to receive feedback from all attendees, sponsors and vendors.
- ☐ Work with the CAPIO Association/Conference Manager and CAPIO President to identify potential cities and venues for future conferences. (Conference typically rotates between Southern, Central and Northern California.)

Other

- ☐ Participate in monthly CAPIO Board Meetings (phone calls), providing conference updates and planning details to fellow Board Members, requesting support as needed and assigning roles.
- ☐ Participate in annual Board Retreat, contributing to the implementation of the Association mission and the establishment of annual goals.
- ☐ Work with the Communications Chair to include periodic write-ups about the conference; save-the-date, activity details, speakers confirmed, etc...



BOARD MEMBER JOB DESCRIPTION – VICE-PRESIDENT/ AWARDS

VICE PRESIDENT - AWARDS DESCRIPTION

The Vice President-Awards is responsible for coordination and marketing of the annual awards program and special CAPIO programs or activities that may be assigned at the discretion of the President.

RESPONSIBILITIES

- ☐ Establish a timeline for the annual awards program
- ☐ Review current award entry categories and recommend changes or adjustments as needed
- ☐ Manage and oversee CAPIO's individual awards including the Paul B. Clark, Communicator of the Year and the Crisis Communications Leader of the Year awards
- ☐ Develop a team to coordinate the Awards Gala and program including selection of event emcees, venue, menu, and table décor.
- ☐ Work with the CAPIO Association Manager to update the awards entry web portal and website instructions
- ☐ Develop a team to coordinate and recruit program judges
- ☐ Review award scores and identify the finalists
- ☐ Work with the CAPIO Association Manager to notify award finalists and order the engraved awards
- ☐ Notify the recipients of the Paul B. Clark, Communicator of the Year and Crisis Communications Leader of the Year awards
- ☐ Write content for the Awards Program including write ups for the three special awards named above
- ☐ Write press released for the three special award recipients and work with the Association Manager to distribute

Other

- ☐ Participate in monthly CAPIO Board Meetings (phone calls), providing updates and planning details to fellow Board Members, requesting support as needed and assigning roles.
- ☐ Participate in annual Board Retreat, contributing to the implementation of the Association mission and the establishment of annual goals.
- ☐ Work with the Communications Chair to include monthly write-ups about the awards program; save-the-date, deadlines, etc.



BOARD MEMBER JOB DESCRIPTION

VP COMMUNICATIONS

VP COMMUNICATIONS DUTIES

The VP Communications is responsible for CAPIO's strategic communications vision, setting the strategy for an annual messaging map, maintaining an inventory of active communications tools (print and digital) and coordinating all tactical outreach needs for the association. This includes leading a communications subcommittee with the social media chair. The position serves as one of CAPIO's main brand ambassadors, ensuring brand consistency and quality. The role includes serving on CAPIO's executive committee, collaborating with the Board of Directors including but not limited to Social Media, Education and Membership chairs to effectively and efficiently share timely, accurate, and on message information to CAPIO's members. The VP Communications will coordinate closely with CAPIO's Association Manager.

DUTIES INCLUDE

- ☐ Establish, maintain and improve CAPIO's strategic communications calendar
- ☐ Lead CAPIO's communications subcommittee
- ☐ Coordinate regularly with social media, education and membership chairs to ensure synergy of content distributed
- ☐ Create and maintain an annual message map, including annual newsletter calendar
- ☐ Maintain and enhance brand style guide, template toolkits, Canva templates, etc.
- ☐ Provide quality assurance for CAPIO's brand when applied in partnership with groups
- ☐ Maintain production timelines for: CAPIO Communicator (bi-monthly), CAPIO Corner (monthly) CAPIO Flash e-Blasts (as needed for critical, time sensitive announcements)
- ☐ Oversee CAPIO Chirp Podcast Committee
- ☐ Ongoing communication with the Association Manager and individual board members regarding messaging themes, articles, and events
- ☐ Participate in monthly board meetings, annual retreat and goal setting, conference and events/workshops as allowable
- ☐ Periodically review CAPIO's communications to ensure support of CAPIO's mission
- ☐ Audit and maintain inventory of all Communications tools used by CAPIO
- ☐ Develop benchmarks and annual outcome report; make recommendations on communications tools based on measures



BOARD MEMBER JOB DESCRIPTION

EDUCATION AND DEVELOPMENT CHAIR

BOARD CHAIR DESCRIPTION

The Education and Development Chair is responsible for overseeing development opportunities for CAPIO members, including the Accreditation in Public Relations (APR) Certification offered through the Universal Accreditation Board, CAPIO's J. Lindsey Wolf Certificate in Communications; and CAPIO webinars and workshops. In addition, the Education and Development Chair. CAPIO's Education and Development Chair must have an APR certification and should have completed the J. Lindsey Wolf Certificate in Communications to properly promote and implement these specialized programs. This position requires a monthly commitment of 20 hours for all programs. Plus an additional 80 hours of meetings with the Universal Accreditation Board (who administers the APR) annually.

RESPONSIBILITIES

PIO Institute

- ☐ Have expert knowledge of the CAPIO J. Lindsey Wolf Certificate in Communications guidelines
- ☐ Make recommendations as needed and at minimum on an annual basis to keep the certificate criteria current and relevant to CAPIO members
- ☐ Coordinate with Vice President-Conference to identify Institute credits for several annual conference sessions
- ☐ Coordinate with Education Consultant to identify Institute credits for regional workshops
- ☐ Respond to member inquiries about substituting Institute credits for members who have attended non-CAPIO training sessions, such as CSTI, CAPIOSpeaks etc.
- ☐ Write articles promoting upcoming programs for the CAPIO newsletter as well as develop content for the CAPIO website and social media sites
- ☐ Assist CAPIO management team with preparing the Certificate and APR recognition at the annual conference
- ☐ Attend CAPIO Board meetings and update the board on monthly developments related to education and development programs
- ☐ Recommend new ways to market the benefits of earning the Certificate of Communications and APR to CAPIO members and potential new members
- ☐ Recognize which Institute credits are less often obtained, and assist the organization in offering training sessions that will provide members with those criteria and/or revise criteria to be in-line with current best practices for government communicators

APR (These responsibilities can be delegated to another APR as needed)

- ☐ Represent CAPIO on the Universal Accreditation Board (UAB) which administers the Accreditation in Public Relations (APR) at three annual in-person meetings (when possible) and up to six phone and/or web-hosted meetings, and bring back up-to-date information on the program to the CAPIO board and CAPIO members as needed.

- ☐ Use pre-approved UAB/APR branded messaging to develop and manage member initiatives and communications related to the APR, including website and social media content, brochures, flyers, webinars and info sessions
- ☐ Coordinate APR candidate Panel Presentation meetings with panels of three APRs across California
- ☐ Provide support for members pursuing their APR – with a team of APR advisors across the state – including quarterly follow-up email/phone calls
- ☐ Develop and implement recognition programs for APR recipients at annual conference, including but not limited to assisting with development of the certificates, congratulatory letters to members, PPT presentation materials
- ☐ At annual conference, coordinate APR info session for attendees to learn more about the process

CAPIO Speaking Club

- ☐ Act as an advisor for the CAPIOSpeaks Club Leader as needed
- ☐ Promote the Speaking Club as another avenue for professional development



BOARD MEMBER JOB DESCRIPTION – MEMBERSHIP / REGIONAL CHAIR

DIRECTOR DUTIES

In this capacity, the three chairs (North, Central, and South) collaborate monthly with the Association Manager to review member totals and report at each board meeting. They take the lead on ensuring the Annual Membership Survey is updated, distributed, summarized, and results shared member-wide. Membership and Regional chairs attend regional events, promote CAPIO with other organizations, welcome new members via phone and/or email, and provide feedback on membership renewal communications and similar marketing materials. This position also provides input on developing programs and activities within their regions to benefit CAPIO members. This position requires a monthly commitment of 20+ hours.

DUTIES INCLUDE

- ☐ Promote and market the organization and recruit new members in their respective regions
- ☐ Welcome new members via email or a phone call
- ☐ Attend regional workshops and networking events; also assists in marketing these events to members via email
- ☐ Coordinate and attend monthly regional/membership chair meetings to understand, coordinate, and implement regional offerings
- ☐ Coordinate regional events (media tours or panels, roundups, mixers, local webinars)
- ☐ Coordinate with local PIO groups in respective regions and provide support for creation and collaboration of these groups with CAPIO
- ☐ Inform local PIO group leads to help with the implementation of local PIO groups and to support CAPIO activities further
- ☐ Provide information and assistance to members when requested

OVERSEE REGIONAL WORKSHOPS / NETWORKING EVENTS / WEBINARS

- ☐ September – Establish location for and advertise regional mixer (usually between October - December)
- ☐ January – establish and promote regional media tour
- ☐ Feb/March – Hold regional media tour
- ☐ May/June – Establish location for and advertise regional media roundup and mixer
- ☐ June/August – Hold regional media roundup and mixer

PROMOTE CAPIO THROUGH DEVELOPMENT OF LOCAL PIO GROUPS

- ❑ Quarterly: Build upon previously developed relationships by making new contacts and scheduling conference calls as needed to discuss common goals and collaboration efforts for Local PIO Groups



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DESCRIPTION UPDATED
September 12, 2023

BOARD MEMBER JOB DESCRIPTION – SOCIAL MEDIA CHAIR

BOARD CHAIR DESCRIPTION

The Social Media Chair serves to ensure that CAPIO is represented on its approved social media channels. This board position communicates CAPIO's messages to members and potential members using the social media platforms to effectively inform, educate, and engage audiences and increase the association's reach. This position curates content related to association events, shares information and resources applicable to the field of government communication, and develops campaigns and posts to highlight members' activities, projects and programs.

RESPONSIBILITIES

- ❑ Maintain association social media accounts (Facebook, Instagram, Twitter, LinkedIn) by engaging and moderating posts
- ❑ Creating, sourcing and scheduling content and using CAPIO's education chair, website, and newsletter to source content
- ❑ Oversee social media presence to build awareness of webinars and annual conference
- ❑ Coordinate before, during and after content specific to the annual conference, trainings and events
- ❑ Advise board on ongoing social media initiatives
- ❑ Assume the Publicity Chair role for the conference committee to promote and publicize the annual conference



BOARD MEMBER JOB DESCRIPTION – CHAIR, STRATEGIC PARTNERSHIPS & INITIATIVES

BOARD CHAIR DESCRIPTION

The Chair of Strategic Partnerships and Initiatives will help be a liaison between CAPIO and sister associations to improve the visibility of CAPIO within the various government sectors. This position must be filled by an incoming board member who has had prior experience on the CAPIO Board for a minimum of two years. This position may also oversee and support special initiatives and projects that may come up through the years.

RESPONSIBILITIES

- ☐ Develops strategic partnerships and builds relationships with fellow professional organizations such as the League of CA Cities, CalSPRA, 3CMA, PRSA etc.
- ☐ As needed - Build upon previously developed relationships by coordinating shared communication efforts for workshops, articles, trainings and special events with other organizations.
- ☐ Seeks speaking and presentation opportunities for CAPIO board members and members to present to other conferences to elevate the communications profession and showcase the expertise of our CAPIO membership.
- ☐ This position can develop committees or leads for each sector if desired that may act as a resource for speaking opportunities or other questions related to each sector (city, county, special district, state, etc.)
- ☐ Oversee special initiatives as decided upon by the board of directors