

## Vice President (Development)

### Role:

The VPD has an overall role in overseeing and facilitating the strategic planning and communications for the PHAA. Activities included in this portfolio may include:

- working with the Board and CEO on the development and delivery of the Strategic Plan;
  - interactions with the Branches and SIGs on developmental and strategic matters;
  - development and review of strategies for communicating with existing members;
  - development and review of the website communications;
  - strategies aimed at retaining and increasing the membership of the Association;
- and
- capacity building around events, stakeholder engagement and other activities.

### Administrative Responsibilities:

The Administrative activities of the VPD may include:

- engaging in general administrative oversight of the PHAA via the PHAA Board meetings and matters arising (in consultation with the CEO and staff);
- presiding over any development committees that he/she may form, developing agendas and finalising the minutes for each meeting;
- facilitating and supporting relevant conference advisory committees;
- liaising with the CEO on:
  - the development of communication mechanisms within the PHAA;
  - the development and implementation of sponsorship, advertising, membership strategies and other organisational plans
- representing the PHAA at any occasion agreed with the President; and
- other activities in agreement with the President.