



1. Role of the PRII President

The President shall have general supervision of the affairs of the Institute and shall generally perform such duties as normally devolve upon such office.

Functions

- A.** Preside at all meeting of the Institute and of the National Council.
- B.** Act as an elected and voting member of the National Council.
- C.** Submit such reports to the membership as prescribed by the Memorandum & Articles of Association, PRII By-Laws and/or the National Council.
- D.** Act as a Trustee of the PRII / PRCA Benevolent Fund.
- E.** Appoint all committees and ad hoc committees.
- F.** Serve as an ex-officio member of all committees.
- G.** Call additional meetings of the National Council as required.
- H.** Sign all membership and award certificates of the Institute.
- I.** Sign cheques in lieu of the Hon Treasurer or Chief Executive Officer.
- J.** Invite special guests to meetings of the Institute.
- K.** Announce statements of policy to the membership public -at-large.
- L.** Present an annual report to the membership.
- M.** Attend official events of collegial associations when invited.
- N.** Perform such other duties as required by the National Council.
- O.** Identify, cultivate, and recruit future leaders for the Institute.
- P.** Serve as the immediate supervisor of the Chief Executive Officer.
- Q.** Perform general host responsibilities at all PRII functions.

2. Role of the Vice President

The Vice President shall exercise the functions of the President in the Presidents absence.

Functions

- A.** Understand the duties and responsibilities of the President.
- B.** Serve as the President's alternate, as directed by the President.
- C.** Serve as an elected and voting member of the National Council.
- D.** Call additional meetings of the National Council as required in the absence or incapacity of the President.
- E.** Serve as an ex-officio member of all committees in the President's absence.
- F.** Identify, cultivate, and recruit future leaders for the Institute.
- G.** Represent the Institute at official meetings when requested by the President.
- H.** Assist the President in hosting all PRII functions.
- I.** Perform such other duties requested by the President.

3. Role of the Hon Treasurer

The Treasurer shall carry out the financial policies of the Institute as established by the National Council.

Functions

- A.** Serve as an elected and voting member of the National Council.
- B.** Serve as Chair of the Finance and Budget Review Committee (to be established)
- C.** Submit recommendations via the Finance and Budget Review Committee to the National Council for approval on all matters relating to the Institute's fiscal policy, including budget, investment, and accounting procedures.
- D.** Act as a Trustee of the PRII / PRCA benevolent fund.
- E.** Assist the other PRII Hon officers in effecting the polices and / or decisions made by the National Council.

- F. Generally, perform such duties as usually devolve upon such duties as usually devolve upon such office and perform all duties that the National Council requires the Treasurer to perform.
- G. Manage the funds of the Institute and authorise bills to be paid against the Institute when certified by the Chief Executive Officer.
- H. Report the receipts and disbursements of the funds of the Institute to the membership.
- I. Establish a petty cash account for the Chief Executive Officer.
- J. Authorise the issuance of cheques along with the Chief Executive.
- K. Report to the National Council and to the membership on matters relating to the fiscal affairs of the institute.
- L. Identify, cultivate, and recruit future for the Institute.
- M. Assist the President in hosting all PRII functions.
- N. Perform such duties as requested by the President and/ or National Council.

4. Role of the Hon Secretary

Functions

- A. Serve as an elected and voting member of the National Council.
- B. Serve as Company Secretary to the National Council.
- C. Minute all meetings of the National Council and ensure the timely dissemination of minutes following Council meetings.
- D. Assist the other PRII Hon officers in effecting the policies and/or decisions made by the National Council.
- E. Generally, perform such duties as usually devolve upon such office and perform all duties that the national Council requires the Hon Secretary to perform.
- F. Identify, cultivate, and recruit future leaders for the Institute.
- G. Assist the President in hosting all PRII functions.



The Role and Responsibilities of PRII National Council and its Members

Code of Practice

Introduction

- 1.** The National Council (“Council”) is the representative and governing body of the Institute; as such it is accountable to the members. Council plays a key leadership role in the Institute’s affairs and Council members have a responsibility to act in the best interests of the Institute as a whole. Against this background, Council has decided to codify the various aspects of its role and responsibilities.
- 2.** The responsibilities of Council members fall into two categories – those which they undertake collectively and those which apply to them as individuals. Collective responsibility means that Council as a corporate entity has shared responsibilities and values which are different from, and wider in scope than, the responsibilities of individuals (in this case, the individual members of the Council). It is thus possible to differentiate between the collective responsibilities of Council members and their individual responsibilities.
- 3.** Council members contribute equally and openly as individuals in the Institute’s decision- making, each acting in the way s/he considers best and each exercising individual judgement. This ensures that Council decisions and policies reflect the thinking and input of individual Council members; that thinking and input together make up the collective will of the Council. Notwithstanding the fact that the makeup of Council may reflect particular specialist areas, Council members do not represent

nor are they accountable to particular specialist areas, Council members do not represent nor are they accountable to particular interests or constituencies, rather they are part of a process of collective decision making undertaken in the interests of the Institute as a whole.

4. Although there is a certain amount of overlap between Council terms of reference, its functions, Council members collective responsibilities, and their individual responsibilities and hence, a certain amount of repetition in the points expanded upon later in this document, nevertheless, each of the categories has to be set out fully. The four sections below thus present:
 - I. Council's terms of reference;
 - II. The Role of Council;
 - III. The collective responsibilities of Council members
 - IV. The individual responsibilities of Council members.

Terms of Reference

5. The terms of reference of Council are to:
 - I. Ensure that the Institute addresses and delivers the objectives
 - II. Set the strategy of the Institute, keep it under review and, as appropriate, update it, and monitor progress in relation to that strategy.
 - III. Establish the overall Annual Budget for the Institute, keep it under review and, as appropriate, update it, and monitor of it and appropriate financial controls are in place.
 - IV. Establish, and monitor the work of, such committees, sub committees, working parties and other bodies as it may from time to time consider appropriate.

- V. Set policy for the Institute's Chief Executive and identify the key performance measures which will be used both to monitor the work to implement that policy and to develop future policy.
- VI. Receive regular reports from committees and from the Chief Executive on implementation of its policy.

The Role of Council

6. Council role is to:

- I. Secure achievement of the objects of the Memorandum and Articles of Association
- II. Discharge statutory duties under legislation
- III. Ensure that all Institute business is conducted in an ethical manner
- IV. Act as the link between members and their professional body and lead the organisation in the interest of both, achieving an appropriate balance between the two.
- V. Determine objectives for the Institute and an overall strategy to achieve them.
- VI. Anticipate and, as appropriate, seek to initiate and influence developments, both within the profession and in the environment.
- VII. Respond to changes and trends as they occur.
- VIII. Provide an appropriate policy and resources framework for successful implementation of the Institute's strategy.
- IX. Monitor the Institute's performance and progress against the key policy and financial goals.

- X. Ensure the actions taken by the Chief Executive in the operation of the Institute and in the external presentation of Council's policy falls within the guidelines which Council has determined.
- XI. Develop internal guidance on the roles and responsibilities of Council members and the Chief Executive.
- XII. Provide stewardship with regard to the use of member's funds.

Collective Responsibilities of Council Members

- 7. In their capacity as elected representatives of Institute members, Council members are collectively:
 - I. Accountable to members for the activities of the Institute and the extent to which key performance targets and objectives have been met.
 - II. Accountable in the public interest for the setting and maintenance of ethical and professional standards and the probity and consistency of Institute members work.
 - III. Expected to contribute effectively to developments in the public relations profession and, as appropriate, in the wider community.
 - IV. Responsible for establishing an overall strategic direction for the Institute and for monitoring performance against agreed objectives and targets.
 - V. Responsible for representing the view and policies of Council to external audiences.
 - VI. Responsible for ensuring that services to members and activities generally are provided and undertaken in as efficient and effective way as possible.
 - VII. Required to ensure that all institute's procedures are of the highest standards.

- VIII. Responsible for guiding individual Council members on their performance and the effectiveness of their contribution both on Council itself and in representing Council externally.

Individual Responsibilities of Council Members

8. As individuals, all Council members have a duty in discharging their responsibilities as members of Council to:
 - I. Observe the highest standard of integrity, confidentiality, and objectivity.
 - II. Exercise care and diligence in the conduct of Council business
 - III. Contribute skill, expertise and experience to the work of Council.
 - IV. Act in good faith as trustees in the interests of Institute and its members and in the public interest.
 - V. Explain and support the policies formally adopted by Council even where these may differ from their individual views.
 - VI. Refrain from making public pronouncements which are at variance with Council's formal position even where that position may differ from their individual views
 - VII. Refrain from making public statements which could damage the Institute's good reputation and standing
 - VIII. Ensure that they do not use their service on Council to promote private interests
 - IX. Ensure that they do not use Council's resources (including confidential information gained in the course of Council service) for personal gain or in other ways, such as for the advantage of the organisations for which they work or other bodies of which they are members, or in any way to the detriment of the Institute.
 - X. Ensure that, in their dealings with Institute staff, they act with integrity and in a professional manner.