



# CALL TO JOIN APRA COMMITTEES

Are you passionate about the Public Relations and Communication Management profession? Are you looking to expand your professional network, enhance your leadership skills, and boost your resume? Are you willing to serve in a global role?

## Leverage on the Opportunity to Serve!

The African Public Relations Association (APRA) is giving its members an opportunity to serve and add value to the profession by serving in newly created Committees.

The mandate of the Committees is to develop and review policies for the Executive Council's approval, and to monitor and evaluate implementation of the ratified policies. This, therefore, is a call to APRA members to offer themselves to serve the Association and offer their expertise in a Committee that is most relevant to them.

The Executive Council invites applications from members interested in serving the under listed committees for the period 2024 – 2026. Interested members are required to share **a one-page statement on their suitability to serve their preferred Committee together with their CVs. Members can only serve in ONE committee at a time.**

## About the Committees

The Association has created eight (8) committees which are open for APRA members to fill. They are the Audit Committee; Governance, Integrity and Compliance Committee; Membership and Professional Development Committee; Research and Knowledge Management Committee; Resource Mobilization and Partnerships Committee; APRA @50 Committee; and the Editorial Committee. A member is only allowed to serve in one (1) Committee.

## Committee Roles and Responsibilities

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### Audit Committee

This Committee is responsible for developing audit strategies and enforcing audit controls, reviewing reports on internal audits, understanding the organisation's risk profile and recommending appropriate risk mitigation interventions.

### Terms of Reference

- i. Monitor on the efficiency and effectiveness of processes and controls in line with policies and by laws
- ii. Review effectiveness of the processes of corporate governance
- iii. Advice and make recommendations on the Association's internal control systems for efficiency and review adherence to the internal control systems.
- iv. Develop a risk-management policy to assist the Executive Council in mitigating risks.

### **Governance, Integrity and Compliance Committee**

This Committee is responsible for developing and safeguarding governance tools and structures not excluding matters of regulation and professional standards of the members of the Association.

#### **Terms of Reference**

The Committee will carry out the following responsibilities:

- i. Create understanding on how Corporate Boards work and what it takes to lead with transparency, accountability, efficiency and effectiveness
- ii. Define expected ethical conduct of members and staff, their interpersonal relations and summarize them into do's and don'ts or a code of conduct
- iii. Define the mandate and scope of Council including roles, responsibilities, powers of the various committees, separation of roles between the Council and Secretariat and policies and practices of the Council as far as corporate governance is concerned.
- iv. Propose training for Executive Council and Secretariat that contribute in mainstreaming good governance practices into all operational areas in furtherance to the Association's mandate.
- v. Oversee the strategic planning formulation and implementation including performance-based management practices, and the Secretariat and Executive Council appraisal and reporting.
- vi. Monitor the efficiency and effectiveness of processes and controls in line with policies and bylaws.
- vii. Review effectiveness of the processes of corporate governance.
- viii. Ensure ethics and values are promoted within the Association.

### **Membership and Professional Development Committee**

This Committee is responsible for developing and implementing short to long term member recruitment and retention strategies to increase and enhance membership growth as well as constantly reviewing members' benefit structure and support system.

#### **Terms of Reference**

The Committee will carry out the following responsibilities:

- i. Develop marketing and member recruitment and retention strategies
- ii. Develop value add products and services for members
- iii. Ensure continual improvement in quality service provision for members including evaluation of member satisfaction levels
- iv. Oversee the development and implementation of Continuing Professional Development (CPD) programmes

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### **Research and Knowledge Management Committee**

This Committee is responsible for promoting research and knowledge management in the field of Public Relations and Communication Management. The Committee works with partners to analyse gaps in research and identify ways of addressing the same. The Committee is also responsible for conducting an annual research study on industry trends.

#### **Terms of Reference**

The Committee will carry out the following responsibilities:

- i. Develop and implement the Association's research policy
- ii. Develop an annual research plan
- iii. Provide oversight on the implementation of the annual research plan
- iv. Promote research in the field of Public Relations and Communication through collaborative arrangements
- v. Identify and collaborate with research institutions for mutual benefit
- vi. Identify and recommend relevant research problems for Council's approval
- vii. Creating and implementing methodologies for content management
- viii. Encourage pursuit of research interests among members

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### **Editorial Committee**

The Editorial Committee is responsible for the production of the APRA's magazine, case studies, and other key publications by the Association.

#### **Terms of Reference**

The Committee will carry out the following responsibilities:

- i. Develop and review content for APRA magazine
- ii. Maintain editorial standards and guidelines
- iii. Collaborate with authors, writers, and contributors to develop case studies
- iv. Suggest content ideas and themes for other key publications
- v. Ensure consistent and engaging communication with members and the public

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### **Resource Mobilization and Partnerships Committee**

The Committee is responsible for identifying potential funding sources, building relationships with donors and partners, and developing fundraising proposals, plans and strategies. The Committee is also responsible for developing and implementing strategies to attract donors, sponsors, and other forms of support for the Association to achieve its strategic goals.

### APRA 50th Anniversary Committee

The purpose of the APRA 50th Anniversary Committee is to plan and coordinate activities in celebration of APRA's 50th Anniversary. The committee will communicate and celebrate the accomplishments and initiatives of APRA. The committee will:

- i. Identify activities and events to mark APRA 50<sup>th</sup> anniversary celebrations
- ii. Provide a concept note for APRA 50<sup>th</sup> anniversary celebrations
- iii. Will undertake resource mobilization to fund 50<sup>th</sup> anniversary activities
- iv. Identify partners for 50<sup>th</sup> anniversary

### African Union and Related Linkages Committee

This committee's work will revolve around re-establishing APRA's observer status in the African Union and establishing ways that APRA can work with the Ministers in charge of Communication and Information Communication Technology sectors in Africa on the Digital Transformation Strategy for Africa under the African Union Agenda 2063.

#### Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop and implement a resource mobilization strategy
- ii. Develop and implement the resource mobilisation policy
- iii. Identify resource opportunities for the Association
- iv. Initiate and promote strategic partnerships for the benefit of the Association

#### Key Dates and Deadline

<b>Wednesday, October 16, 2024:</b>	Date of issue
<b>Friday, November 8, 2024:</b>	Deadline for receiving expression of interest
<b>Friday, November 15, 2024:</b>	Communication to nominees
<b>Friday, November 22, 2024:</b>	Orientation of successful applicants
<b>Friday, November 29, 2024:</b>	Public Announcement of the Members

#### Eligibility Criteria

Members wishing to join the Committees must:

- i. Be Full Members
- ii. Be in good standing i.e. up to date with their annual subscription
- iii. Have appropriate knowledge and/or experience, commitment to serve in the Committee

#### Application Process

Members wishing to commit their time and expertise for the benefit of the Association are encouraged to apply by sending an email to [opportunities@afpra.org](mailto:opportunities@afpra.org) with the subject line: CALL TO JOIN APRA COMMITTEES.