

PRSA

CHIEF EXECUTIVE OFFICER



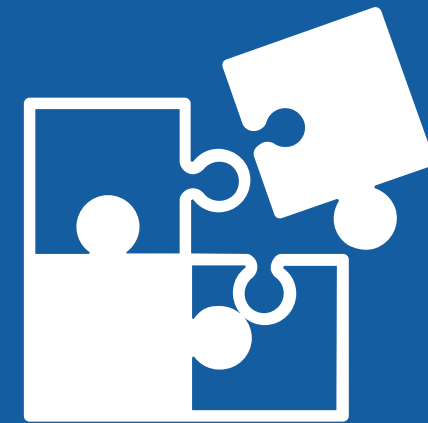
OVERVIEW

PRSA is searching for a visionary, transformational and collaborative leader who will propel it into the future as the premier communications organization that leads and connects through ethical standards, certification, advocacy and education.



PRSA EXPLAINED

The Public Relations Society of America (PRSA) is the leading professional organization serving the communications community through a network of more than 400 professional and student chapters in the U.S., Argentina, Colombia, Peru and Puerto Rico. Guided by its Code of Ethics, PRSA empowers its members to succeed at every stage of their careers through a wide breadth of premium professional development programs, exclusive networking events and leadership opportunities. Signature events include the Anvil Awards and ICON, the premier annual gathering for communications professionals and students. For more information, visit www.prsa.org.



STRATEGIC PLAN





PRSA CEO CANDIDATE REQUIREMENTS

- Visionary, transformational and collaborative leader
- Past experience in and understanding of PR and Communications; willingness to achieve APR
- Servant-leader who can motivate, grow and retain members, volunteer leaders and staff
- Strategist and operator who can lead day-to-day while moving PRSA into the future
- Understanding of and, ideally, experience in nonprofits, advocacy organizations and/or boards
- Experience in leading large teams, complex programs and managing multi-million-dollar budgets
- Deep alignment with PRSA's Strategic Plan, Code of Ethics, diversity and professional values

ROLE DETAILS

- Reports to the PRSA Board of Directors
- Oversees a staff of ~40 professionals based in NYC and around the U.S.
- Leads 18,000+ professional, 7,500+ student members and ~\$15 million annual budget
- Can be located in NYC or remotely with willingness to travel
- Current CEO salary: \$431,756 annually plus discretionary performance-based bonus



TIMELINE

● Candidate applications are being accepted Monday, November 18 – Friday, November 29, 11:59 p.m. Eastern Time U.S. The process for application submission is outlined on the PRSA web site.

 [Link to Application](#)

● The PRSA Search Committee will narrow the field of candidates based on online submissions. Recommended finalists will be invited to virtual interviews with the PRSA Board of Directors in early January 2025.

● The leading two or three finalists will be invited to meet with the PRSA Board of Directors in person at the end of January 2025.

Questions regarding the search process and timeline should be emailed to Search Committee Chair Ray Day, APR at Ray.Day@stagwellglobal.com