



## PRCA MENA – NextGen Group

The PRCA MENA NextGen Group is PRCA’s regional group providing events, information, support and advice to practising PR and communications professionals from Graduate level up to Account Director.

The group will be dedicated to supporting those just starting out or those that have been practising for years, whilst equipping practitioners with all the tools you need to progress your career. It will offer a forum for discussion, sharing peer-to-peer advice & experiences, and provides inspirational figures to learn from and ignite ambition.

### Role Title

Chairperson

### Reporting to

PRCA MENA General Manager

### Term

One to Two Years

### Location

PRCA MENA

### Purpose

The Chairperson has a strategic role to play in representing the vision and purpose of the group. The Chairperson ensures that the Vice Chair and Committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made and carried out.

### Key Responsibilities

- Chair and oversee the performance of the Group, ensuring its effectiveness in all aspects of its role
- Ensure the Group’s Committees are properly structured
- Represent the group in the industry, especially at events at which the chair cannot
- Brainstorm Innovative ideas on how to shape the group
- Identify Issues the NextGen (Graduate level up to Account Director) face in the industry
- Identify and facilitate the development and training needs of the wider NextGen network
- Identify and introduce new initiatives to benefit the group
- Organise at least four events per year
- To host a variety of sessions including round tables, panel discussions, workshops, guest speakers and socials, which will explore issues/experiences and how to navigate the complex and ever-changing landscape of the PR and communications industry in the MENA region.
- Reach out to relevant speakers for events
- Moderate relevant events when necessary
- Attend the PRCA MENA Board meetings when requested



- Update the board of the NextGen Group

### **Requirements**

- At least two years' experience in the PR & Communications Industry
- Must be based in MENA Region
- Must be a PRCA MENA Member or Freelance / Individual membership not part of an organisation who is not a PRCA MENA Member
- Graduate level up to Account Director only
- Confident
- Self-motivated and show initiative
- Strong organisational skills
- Must be able to work well in a team setting
- Knowledge of the PR & Communications Industry
- Fully committed to the role and making a difference
- Commitment to and energy to support the Group and its values
- Speak and write effectively
- Strong leadership and collaborative skills
- Ensure quality and accuracy in every aspect of your work
- Ability to delegate tasks when necessary
- Efficient in structuring and completing tasks
- Able to take personal responsibility and ownership and meet set deadlines

***This is a voluntary role so if you want an opportunity to raise your profile and make a difference in the industry, apply now.***