



POSITION DESCRIPTION

1. POSITION IDENTIFICATION

Title PIA Committee Chairman

Functional Area Public Information & Awareness (PIA)

Reports to __MSEA President__

2. POSITION OBJECTIVE

Grow the Enrolled Agent “brand” to the dominant mind share with tax services clients.

3. COMPETENCIES REQUIRED

The following competencies are required for this position:

Communication	Writing, meeting facilitation as well as public speaking skills critical.
Team work	Critical given limited financial resources
Problem solving	Analytical and Creative skills critical to create & meet goals.

Self Management	Stay on task to meet goals.
Planning and organizing	Ability to produce a department plan, get it approved and keep the committee on track.
Technology	<ul style="list-style-type: none"> • Having a range of IT skills - know when to ask for help from more knowledgeable sources I.e. Don't let your ego get in the way!
Learning	<ul style="list-style-type: none"> • Managing own learning
Initiative and enterprise	<ul style="list-style-type: none"> • Creative Passion is Critical

4. KEY PERFORMANCE OBJECTIVES	
Outputs	Key Performance Indicator
PIA Budget	Approved PIA Budget by BOD
Monthly PIA meeting Reports	Actual BOD Meeting Reports distributed to BOD Members
PIA Branding Articles/Hints- Internal	Published Periodic PIA articles to leverage members with basic promotional activities
Press Releases	2 Minimum - Published Press Releases in local media
Public Informational Events	2 Minimum External Events/Year

5. PERSON SPECIFICATION QUALIFICATIONS/KNOWLEDGE/EXPERIENCE

Qualifications – Desirable: Enrolled Agent w/formal academic business background – preferably with some marketing classes and some hands-on market experience. Passion for promoting Enrolled Agents is Critical.

Knowledge, Skills & Experience (Essential): Fearless Communicator with a passion to promote the Enrolled Agent Brand.

Knowledge, Skills & Experience (Desirable):

Hands-on and/or academic marketing experience preferably promoting a professional service or Non-profit.

6. ORGANIZATIONAL RELATIONSHIPS/AUTHORITY

ORGANIZATIONAL RELATIONSHIPS

Reports to: Mission President

Manages:

Internal Contacts: MSEA Board and Chair Positions

External Contacts: CSEA PIA Chairman, local media contacts, other EA groups, service providers.

ORGANIZATIONAL AUTHORITY

Decisions made in the position:

- > Budget Proposal to Mission BOD
- Ø Approves Committee Spending within the general approved Budget
- Ø Project prioritization and resource allocation

Decisions referred: Final Budget Approval, Major Financial Commitments, Changes in CSEA support and service levels.

8. GENERAL RESPONSIBILITIES

- Ø Coordinates Chapter PIA Meetings
- Ø Represent Chapter to CSEA
- Ø Attend Chapter BOD Meetings
- Ø Provides Guidance/Management to Disaster Coordination
- Ø Helps Members with EA brand promotions.
- Ø Drives overall PIA strategy
- Ø General “Choreographer” for all Chapter PIA activities