

Position Description
Public Relations Director

Function

Oversee the marketing and public relations activities of the chapter. Ensures the chapter website and social media pages remain current. Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives. Ensures that HR professionals, both within and outside of SHRM are fully informed of chapter resources and activities by using existing social media and developing chapter usage of additional social media channels. Works closely with other chapter members to ensure the chapter is portraying a consistent and professional image to its members and the business community at large.

Responsible To

Chapter membership
Chapter president

Responsibilities

- Direct all the marketing and public relations activities of the chapter.
- Maintain the chapter website. Ensure content is current, relevant, and accessible to members. Review and update the website regularly.
- Create profiles of each board member and chairperson to include on the chapter website and social media.
- Communicate with local media sources and on chapter social media channels to ensure membership and community awareness of chapter activities and events.
- Communicate with sponsors and business partners as appropriate to promote them and their events as approved by the board of directors.
- Develop relationships with members, speakers, and community partners to provide blog content and legislative news for the chapter.
- Evaluate the social media landscape and decide what platforms will be good tools for the chapter.
- Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how these impacts other board of director roles.
- Develop the chapter's online persona and represent the chapter to members and the community online.
- Educate chapter members about the use of social media, both from a technical perspective and from a business approach.
- Attend all monthly membership and board of director meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Promote chapter sponsorship and partnerships in the business community.
- Participate in SHRM Core Leadership Area (CLA) conference calls and webinars as applicable.
- Follow the SHRM Code of Ethics.



- Represent the chapter in the Human Resource community.
- Perform other duties and projects as needed.

Requirements

Must be a SHRM national and chapter member in good standing.