

Communications Director

Position Overview:

Promote awareness of the purpose and actions of SESHHRM through ongoing communication efforts and branding initiatives, using communications and social media tools. Ensure that HR professionals, both SHRM members and non-SHRM members are fully informed of SESHHRM resources and activities by using existing and developing communications and social media channels. Work closely with other SESHHRM members to ensure portrayal of a consistent and professional image to chapter members, human resource professionals and the business community at large. It is recommended that the Communications Director be a SHRM member in good standing and SHRM certification is preferred.

Term:

The Communications Director is elected to a three-year term.

Key Responsibilities:

- Continuously evaluate communications channels and decide which platforms the SESHHRM should continue to utilize or begin utilizing.
- Responsible for posting all social media posts on a regular basis and updating pertinent information to the SESHHRM website. Collaborate with Technology Director on the updates to SESHHRM website.
- Responsible for sending out SESHHRM emails to members about upcoming events and updates.
- Monitor social media page requests for membership requests and approve as appropriate.
- Post, share and distribute SESHHRM and SHRM and other related content through communications and new media channels on a regular basis and as requested by members of SESHHRM and other affiliated parties.
- Work to understand and develop an effective strategy for use of new media, giving consideration as to how this impacts the roles of SESHHRM's other directors including the technology director.
- Develop an online persona and become immersed in the culture and use of new media as a representative of SESHHRM.
- Coordinate and submit SHRM e-blasts to support SESHHRM and chapter events and initiatives.
- Recruit assistance from SESHHRM members for articles, blog posts, etc. and share the information through communications and social media channels.
- Maintain the Chapter Timeline document and ensure information is updated on a consistent basis.
- Develop and implement a strategy to use existing communication channels and new media to promote and present local, state, and National SHRM events. Creating and posting articles on social media and through other communication channels.
- Develop a relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the state and local level.
- Participate in the annual budgeting process; monitor and maintain expenses related to this position.
- Prepare project status reports for board meetings as needed.
- Maintain records and information on this position and pass it on to the following year's chair.
- Attendance at Board and Chapter meetings is expected.
- Participate in development and implementation of short-term and long-term strategic planning for SESHHRM.
- Serves as back up to the Technology Director, as needed.
- Represent the chapter in the Human Resources community.
- Complete other assignments as requested by the Chapter President.