

Marketing Director

Position Overview:

Oversee and manage the marketing and public relations activities of the chapter within the community utilizing the medium most appropriate. It is recommended that the Marketing Director is a SHRM member in good standing and SHRM certification is preferred.

Term:

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

Key Responsibilities:

- Attendance at Board and Chapter meetings is expected.
- Direct all marketing and public relations activities of the chapter.
- Responsible to write and process all press releases.
- Write the monthly newsletter and website content.
- Participate in the development and implementation of short-term and long-term strategy planning for the chapter.
- Responsible for all photography at SESHM related events.
- Responsible for the SESHM chapter banners and marketing material. Update the SESHM brochure, as needed.
- Coordinate and set up SESHM booths and door prizes for events.
- Coordinate all sponsorship requests and ensure approval for all sponsorships by the Executive Board
- Develop the Social Media needs for the SESHM chapter.
- Prepare the monthly chapter newsletter. Articles will be received by the Board Members. The President will review the newsletter.
- Prepare and send out semimonthly e-blasts per the Boards requests.
- Receive, review, and post job openings to the chapter website.
- Work with Technology Director to update relevant information on the website.
- 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.