

Marketing Coordinator

Position Overview:

Oversee and manage the marketing and public relations activities of the chapter within the community utilizing the medium most appropriate.

Term:

The Marketing Coordinator 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 SESHRM related events.
- Responsible for the SESHRM chapter banners and marketing material. Update the SESHRM brochure, as needed.
- Coordinate and set up SESHRM 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 SESHRM chapter.
- Work with Technology Coordinator to update relevant information on the website.
- Represent the chapter in the Human Resources community.
- Complete other assignments as requested by the Chapter President.