



Elk River, MN

COMMUNICATIONS and MARKETING DIRECTOR

Position Summary:

Provide timely and comprehensive information to Chapter members about programs, workshops, and other matters of interest via Chapter communications. Promotes awareness of the purpose and actions of the Chapter through ongoing communication efforts and branding initiatives, using social media tools. Core Leadership Position serving a 1-year term with no more than 2 consecutive terms.

Responsible To:

The members of the Chapter
The Chapter President

Requirements:

- Must maintain SHRM membership in good standing
- SHRM Certification highly encouraged
- Must attend monthly membership meetings and Board meetings as scheduled
- Experience in HTML, FTP and web editing tools is helpful.

Responsibilities:

- Work with SHRM Website Administrator(s) as necessary to create content and maintain Chapter's website
- Support the Chapter's President ensuring that members receive topical information and notice of upcoming meetings and events at least 10 days prior to scheduled event
- Create and send monthly SHRM/HRCI credit certificates to members participating in monthly program/event
- Ensure HR professionals, both within and outside of SHRM, are fully informed of the Chapters' activities by utilizing existing and developing social media outlets.
- Solicit feedback from members attending monthly meeting by sending electronic survey via email
- Relay Chapter communication matters to Board and other committees as necessary
- Oversee and administer annual Chapter survey, including development of survey questions, utilizing input from Board and membership. May necessitate use of a sub-committee
- Provide communication updates at the Board of Directors meetings
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter
- Represent the Chapter in the human resources community
- Work closely with other Board Members to ensure that the Chapter is portraying a consistent and professional image
- Upon completion of the position's term, assist the incoming Communications and Marketing Director to assure a smooth transition of responsibilities and continuity of knowledge and resources.

Resources Available:

- SHRM supplies the following resources for Chapter Directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Chapter Web Site Toolkit

[Rev 040123](#)

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- How to Publish a Chapter Newsletter
- SHRM-Approved Graphics for Chapters
- SHRM Graphic Standards Manual for Affiliates
- Fundamentals of Chapter Operations
- Working with the Media

And MUCH MORE...available online at <https://community.shrm.org/vlrc/home>