



MARKETING COMMUNICATIONS CHAIR

Position Summary:

Oversee and manage the marketing and public relations activities of the chapter. Responsible for chapter communications including newsletters and program announcements.

Responsible To:

The members of the chapter
The chapter president-elect

Responsibilities:

- Sending information out to membership
 - Composing emails and announcements
 - Sending updates on events and SIG information out to members
 - Sending our membership renewal efforts
- Marketing promotions:
 - LinkedIn updates regarding NCHRA information
 - Updates to local affiliations
 - Newspapers
 - Chambers
 - Local community partnerships
- Direct all the marketing and public relations activities of the chapter.
- Work with the chapter membership director to increase membership in chapter.
- Communicate with local media sources to ensure community awareness of chapter activities and events. Write and submit short chapter-related or HR-related news items for local newspaper or business paper.
- Work with membership director to plan chapter and community events.
- Act as a liaison between the board of directors and the committee chairs.
- Attend all monthly membership and 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.
- Partner and be a backup for Marketing Tech Chair
- Complete other assignments as requested by the president or the board of directors.

Requirements

- Attend in person a minimum of 80% of scheduled Board of Director meetings
- Attend regular NCHRA Chapter sponsored activities
- Attend via phone/e-mail monthly team check-ins
- Attend via phone quarterly CO-SHRM program calls



- Come prepared to Board of Director meetings with speaking topics and review previous meetings minutes prior
- If you are unable to maintain and meet the above requirements the Board may review and make recommendations for removal based on the Chapter by-laws.

Resources Available:

- SHRM supplies the following resources for chapter marketing/public relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - How to Publish a Chapter Newsletter
 - SHRM-Approved Graphics for Chapters
 - SHRM Graphics Standards Manual for Affiliates
 - Working with the Media

And MUCH MORE...available online at www.shrm.org/vlrc