**DIGITAL MARKETING CHAIR**

Position Summary:

Responsible for maintenance of chapter postings to all social media outlets.

Responsible To:

The members of the chapter

The chapter president-elect

Responsibilities:

* Direct all the marketing and public relations activities of the chapter.
* Work with the chapter membership director to increase membership in chapter.
* Updating all social media: (Twitter, Facebook, Instagram, and LinkedIn)
  + New upcoming events and programs
  + HR postings
  + Content and new information
  + Updates to the site with contact information (ie: new board members’ information provided by Secretary)
  + Back end updates on changes for the website that need to be made
* Technical oversight:
  + Email responses and sending out information to appropriate parties
  + General Inquiries – answer or forward to President
  + General follow up to email communications that come into the NCHRA email
  + Addressing undeliverable email returns.
  + Troubleshoot registration problems/concerns, delete bad email addresses.
  + Add events to website when requested by another board member.
* Act as a liaison between the board of directors and the committee chairs.
* Participate in the development and implementation of short-term and long-term strategic planning for the chapter.

Requirements

* Attend in person a minimum of 80% of scheduled Board of Director meetings
* Regularly attend NCHRA events
* Attend via phone/e-mail monthly team check-ins
* Come prepared to Board of Director meetings with speaking topics and review previous meetings’ minutes prior
* 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.
* Complete other assignments as requested by the president or the board of directors.
* 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](http://www.shrm.org/vlrc)