# Marketing and Communications Chair

Volunteer Role – Position Description

## Role Summary

The Marketing and Communications Chair serves as a key contributor to the SHRM Northern Colorado Board of Directors, offering a broad, organization-wide perspective. This role oversees and manages the marketing and public relations activities of the chapter and is responsible for chapter communications including program announcements, website updates and social media promotions.

## Reports To

- Chapter President
- Chapter Members

## Key Responsibilities

* -Sending information out to membership, including composing emails and announcements, sending updates on events, coordinating e-Blasts with SHRM and any other marketing or promotional needs or requests
* -Marketing promotions through Linked In or other social media, local affiliations and the chapter website
* -Directs all marketing and public relations activities of the chapter
* -Communicates with local media sources to ensure community awareness of chapter activities and events
* Participate in discussions and decisions impacting both chapter and national initiatives
* - Uphold the ethical standards, values, and mission of SHRM Northern Colorado and SHRM.
* - Respect and encourage diverse viewpoints during decision-making.
* - Serve on committees or task forces aligned with personal expertise and organizational needs.

## Qualifications

* - Demonstrated leadership experience in a relevant field or industry.
* - Strong analytical, critical thinking, and problem-solving abilities.
* - Excellent interpersonal and communication skills.
* - Strategic mindset with a track record of effective decision-making.
* - Broad expertise that enhances the overall capabilities of the board.
* - Commitment to the mission and values of SHRM Northern Colorado and SHRM.
* - Current SHRM Northern Colorado/SHRM membership in good standing

## Expectations

* - Regular attendance at SHRM Northern Colorado events.
* - Regular attendance at Board of Directors meetings
* -Regular attendance on the Marketing CLA (Core Leadership Area) calls
* -Attendance at CLS (Colorado Leadership Summit)