



Marketing and Communications Director

Primary Purpose:

Oversee and manage the marketing and public relations activities of the council within the state utilizing the medium most appropriate.

Primary Responsibilities:

1. Attendance at Board and State Conference is expected.
2. Direct all marketing and public relations activities of the council.
3. Responsible to write and process all press releases.
4. Write the quarterly newsletter, website content, and social media posts.
5. Participate in the development and implementation of short-term and long-term strategy planning for the council.
6. Work to educate other local SHRM chapters about the use of new media, both from a technical prospective and from a business approach.
7. Work with the state conference chairperson to ensure a strong social media presence at the state conference.
8. Responsible for all photography at council-related events.
9. Responsible for the council banners, table cloths, council brochure, and all marketing material.
10. Coordinate and set up council booths and door prizes at chamber mixers and other events.
11. Coordinate all sponsorship requests and ensure approval for all sponsorships by the council.
12. Develop the Social Media needs for the state council.
13. Work with Technology Director to update relevant information on the website and social media.
14. Represent the council in the Human Resources community.
15. Complete other assignments as requested by the Council President.

Minimum Requirements:

1. Must be a SHRM member in good standing. SHRM certification highly desirable.
2. Appointment is made by the state council director.
3. Should be able to visit chapters throughout the state.
4. Must be present at all meetings of the state council either in person or on the phone. If unavailable to be present, must send a proxy on behalf of diversity (can be from a local chapter).
5. Serves a two-year term beginning the first day of January and ending the last day of December. May serve in the same position for not more than four additional consecutive years.