



VP of Public Relations

Position Summary

Manage the communication of programs and community events through various outlets, including social media. Oversee and manage public relations activities of the chapter.

Responsibilities

- Communicate programs and community events via various media outlets
 - Social Media
 - Newspaper
 - Television
 - Radio
 - Event boards
 - Etc.
- Ensure member engagement and community awareness through communication of chapter activities and events
- Ensure we communicate opportunities to obtain recertification credits through programs
- Capture pictures at programs and events to post on social media and website
- Work with the chapter membership director to increase membership in chapter.
- Work with membership director to communicate chapter and community events.
- Attend 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.
- Complete other assignments as requested by the president or the board of directors.
- Make the monthly PPT slide that is shown on the project prior to meetings

Responsible To

- The members of the chapter
- The chapter president

Resources Available

SHRM supplies the following resources for chapter marketing/public relations directors

- Chapter Best Practices
- Chapter Position Descriptions
- Fundamentals of Chapter Operations