



## **DIRECTOR OF COMMUNICATIONS AND SOCIAL MEDIA**

### Position Summary:

Provide timely and comprehensive information to chapter members about programs, workshops, and other matters of interest via chapter publications and social media. Provide timely and comprehensive information and other matters of interest about the chapter to external resources. Create and maintain a favorable image of the chapter working for the professional development of its members by: (a) keeping membership informed of chapter projects, activities and upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members.

### Responsible To:

- The members of the chapter
- The Chapter President

### Responsibilities:

- Ensures distribution of all meeting announcements, membership updates, and other information. (This information should also be sent to the district director, the state director, and your SHRM area manager.)
- Recruits assistance from the membership and the Board of Directors for membership updates, articles, survey questions, etc.
- Compiles, edits, designs, and sends the final copy of membership communications (such as emails, social media posts, website updates, etc.).
- Ensures that communications go out on time.
- Serves as the chapter social media community manager and admin of social media accounts. Provides engaging text, image and video content for social media posts. Engages followers and responds to comments and messages in a timely manner.
- Designs and implements social media strategy to align with chapter goals.
- Stays up-to-date with current technologies and trends in social media, design tools and applications.
- Attends and participates in monthly Board and chapter meetings.
- Participates in the development of short-term and long-term strategic planning for the chapter.
- Attends, participates in, and/or presides over meetings of the Membership and Communications Committee, as applicable.
- Serves as the back-up for the Director of Technology, as applicable.
- Assists the Director of Membership, as needed.
- Represents the chapter in the Human Resources community.