

DIRECTOR of PUBLIC RELATIONS

Position Summary:

Oversee and manage the marketing and public relations activities of the chapter. Educate and promote the SHRM Foundation and its activities to the membership. Obtain and secure sponsorships for various meetings, as necessary. Ensure website and other Chapter social media outlets are current.

Responsibilities:

- Direct all the marketing and public relations activities of the chapter
- Work with the chapter membership director to increase membership in chapter
- Communicate with local media sources to ensure community awareness of chapter activities and events
- Work with membership director to plan chapter and community events
- Educate the chapter membership regarding the existence, purpose, and ongoing activities of the SHRM Foundation
- Encourage the chapter membership to contribute financially to the SHRM Foundation as a show of support for the human resources profession
- Participate in the SHRM Foundation Core Leadership Area conference calls and webcasts
- Promote sponsorships for various meetings, as needed
- Recommend community service projects to be supported by the chapter
- Update website information, as needed
- Attend all membership and board of directors meetings
- Participate in the SHRM Core Leadership Area conference calls and webcasts
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter
- Represent the chapter professionally in the human resources community