

Position Title: Vice President, Communications & Marketing

Position Summary:

Serve as an appointed/elected member of the Chapter leadership. Oversee and manage the communications, marketing and public relations activities of the chapter. Guide the activities of the following tasks: corporate partnership/advertising, compensation survey, newsletter, community relations, and other internal communication. Provide timely and comprehensive information and other matters of interest about the Chapter to external resources. Create and maintain a positive 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. It is advisable that the VP, Communications & Marketing serve a multiple-year term, up to a maximum term of five (5) years on the Board.

Responsible To:

The members of GMA SHRM
The Chapter President

Position Responsibilities:

- Lead the Marketing and Communications Committee. Delegate following responsibilities as appropriate.
- Implement throughout the year the Marketing committee's Strategic Initiatives in the areas of community outreach, member engagement, and operational excellence.
- Coordinate annual marketing of Chapter corporate partnerships and advertising opportunities. Assign partner contacts to ensure frequent communication.
- Assign committee liaison to the Human Capital Conference Committee to manage conference sponsorship opportunities.
- Work with Chapter Administration for the Peer Advice Network and to maintain the web site for content and design.
- Serve as a liaison with the designated vendor to coordinate the administration, production, and promotion of the GMA SHRM Compensation Survey.
- Work with all other committees to help promote programs and events via GMA SHRM's social media avenues.
- Communicate with local media sources to ensure community awareness of Chapter activities and events. Distribute the GMA SHRM media guide annually to local media resources.
- Write and submit short Chapter-related or HR-related news items for local newspaper or business journals.
- Support the editor of the Chapter newsletter to ensure that members receive timely, relevant information. Coordinate production of the newsletter and production schedule. Compile, edit, design, and layout the final copy of the newsletter. Ensure that issues are distributed (via mail or e-mail) in a timely manner.
- Assign committee representative to monthly Chapter events and meetings to greet Partners and photograph the event.
- Update and maintain the Marketing and Communications Calendar for the Chapter.
- Maintain memberships and connection with local Chamber of Commerce members.
- Deliver annually an HR 101 presentation to a local group in the community.

General Board Responsibilities:

- Present regular updates to the Chapter President and Board.
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter.
- Complete respective area of responsibility of SHAPE.
- Represent the Chapter in the human resources community.
- Attend all GMA SHRM Board meetings.
- Respond to any other requirements of the Chapter President.
- Maintain SHRM membership for term of office.
- Complete quarterly review form of Chapter Administrators.

Last Updated: 02/06/2013