

Position Title: Director of Corporate Relations

Position Summary:

Develop and maintain a Corporate Partnership & Sponsorship program. Identify and acquire sponsors who assist the Chapter financially in return for an opportunity to promote their product or service to members. Conduct benchmarking and networking activities necessary for creating a viable sponsor program.

Responsible To:

The members of GMA SHRM
The Chapter President

Position Responsibilities:

- Formulate and present proposals for partnership, sponsorship, and any additional advertising terms and conditions to the Chapter Board of Directors for approval.
- Negotiate with potential sponsors regarding terms and conditions for chapter sponsorship arrangements.
- Communicate with the sponsors, in writing, chapter expectations and limitations applicable to solicitation of members.
- Oversee a committee to assist in the logistics, planning, communication and coordination of Partner Program and sponsorship opportunities, delegating Corporate Liaisons where necessary.
- Communicate with the VP of Finance to assure that pledged sponsor financial consideration is received and deposited.
- Communicate with Chapter Administration and Programming to assure that sponsorship activities are coordinated with the event that they are sponsoring.
- Follow up with the sponsor, prior to the event, to assure that all expectations (on both sides) are met.
- Communicate with sponsors following the event to determine if they were pleased with response and to see if they would be interested in sponsoring future events.

General Board Responsibilities:

- Present regular updates to the VP of Finance, 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 full 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.