

## Position Title: VP of Communications

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### Position Summary:

Oversee and facilitate the timely and comprehensive communication of information to chapter members about programming, initiatives, and other matters of interest via chapter publications and online tools. Oversee and facilitate communications to external resources where appropriate. 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. Oversee and serve as a resource to the Media Relations and Government Affairs committee.

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### Responsible To:

The members of GMA SHRM  
The Chapter President

### Position Responsibilities:

- Work with various Committees to research and implement appropriate systems to engage and educate members. Delegate responsibilities as appropriate.
- Direct and support the coordination of marketing and communications of Chapter activities to support the Chapter's mission.
- Execute throughout the year, Strategic Initiatives in the areas of member engagement, community outreach, operational excellence, technology, and other strategies as defined by the Board.
- Work with members of the Board of Directors and coordinate with Chapter Administration to maintain a Communications Calendar, ensuring appropriate priority is given to the various Chapter initiatives at suitable times.
- Direct and support the coordination of marketing and communications of Chapter activities to support the Chapter's mission. Provide recommendations and timelines to Chapter Committees given competing priorities for communications channels.
- Work with Chapter Administration and the Board of Directors to maintain the web site for content and design—including the integration of photos and videos to keep web content fresh and engaging.
- Oversee and serve as a resource to the committee that will monitor and coordinate activity for GMA SHRM's LinkedIn, Facebook, Twitter, and other social media accounts, as well as content creation for monthly HR InTouch Newsletter as approved by the Board of Directors.
- Oversee and serve as a resource to the committee that will monitor and coordinate communication on government and regulatory updates to Chapter members.
- Assist the Board of Directors in effectively utilizing the web-based File Libraries to ensure documentation of Board and committee processes, facilitate communication among volunteer leaders, and ensure continuity and smooth transitions during Board member turnovers.

### 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.