

Position Title: Director, Technology and Social Media

Position Summary:

Serve as an appointed/elected member of the Chapter leadership. Oversee and manage the use of technology for the chapter. Guide the activities of the following tasks: compensation survey, social media, and other systems. 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 and (b) researching and implementing systems viewed as beneficial to the members. It is advisable that the Director 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:

- Work with the Marketing and Communications and Programming Committees to research and implement appropriate systems to engage and educate members. Delegate responsibilities as appropriate.
- 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 Chapter Administration, the Vice President of Marketing and Communications, 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.
- Serve as a liaison with the designated vendor to coordinate the administration and production of the GMA SHRM Compensation Survey.
- Manage GMA SHRM's LinkedIn, Facebook, Twitter, and other social media accounts as approved by the Board of Directors
- Work with all committees to help promote GMA SHRM's services, programs, and events via its social media avenues.
- Assist the Board of Directors in effectively utilizing the web-based File Libraries or other file sharing methods to ensure documentation of Board and committee processes, facilitate communication among volunteer leaders, and ensure continuity and smooth transitions during Board member turnovers.
- Analyze data and metrics associated with mobile site, website, and social media accounts and make

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.