



## **JOB DESCRIPTION**

### **DIRECTOR OF MEDIA RELATIONS** (Last Updated – 09-01-2024)

#### **Position Description & Duties:**

The Director of Media Relations is responsible for overseeing and managing the GMA SHRM's social media, website, media communications, and other relevant systems. This position maintains a positive image of the Chapter by keeping members informed about projects and professional development opportunities and partnering with GMA SHRM board members on implementing beneficial communication systems.

#### **Responsible To:**

Vice President of Communications

#### **Responsibilities:**

- Collaborate with GMA SHRM committees to research and implement systems for member engagement and education, delegating tasks as needed.
- Support all committees in promoting GMA SHRM's services, programs, and events through social media, including paid advertising as the budget allows.
- Partner with Chapter Administration, the Vice President of Communications, and the Board of Directors to manage and update the website, including integrating photos and videos.
- Lead the committee responsible for managing GMA SHRM's LinkedIn, Facebook, and other social media accounts.
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- Support the Newsletter Coordinator with creating content for the monthly HR InTouch Newsletter as needed.
- Analyze data from the mobile site, website, and social media accounts, and provide recommendations to the Board.
- Partner with VP of Communications to work with reporters to secure positive media coverage for GMA SHRM events or respond to media inquiries as needed.
- Provide ideas for the EXCEL award.
- Contribute to the development and implementation of short-term and long-term strategic planning for the Chapter.
- Ensure leadership continuity through succession planning.

#### **Requirements:**

- Regular attendance at GMA SHRM board meetings is expected.
- Attendance at bi-annual GMA SHRM strategic planning meetings is expected.
- Participation in annual GMA SHRM budget meetings is expected.

**Term & Commitment:**

- Serves a one-year term beginning the first day of July and ending the last day of June. Maximum term of five years on the Board.
- Monthly time commitment: four hours.