



JOB DESCRIPTION

VICE PRESIDENT OF COMMUNICATIONS (Last Updated – 09-01-2024)

Position Description & Duties:

The Vice President of Communications is responsible for overseeing and facilitating timely and comprehensive communication to GMA SHRM members about programming, initiatives, and other relevant matters through publications and online tools. This position manages external communications as appropriate and enhances the Chapter's image and supports professional development by informing members about projects, activities, meetings, and disseminating beneficial professional information.

Responsible To:

President's Team

Responsibilities:

- Lead the Communication Committee, overseeing the Director of Media Relations and Director of Government Affairs.
- Collaborate with various Committees to research and implement systems for member engagement and education, delegating responsibilities as needed.
- Lead and support the marketing and communication efforts of Chapter activities to advance the Chapter's mission.
- Coordinate with Board members and Chapter Administration to maintain a Communications Calendar, ensuring appropriate timing and prioritization of Chapter initiatives.
- Provide marketing and communication recommendations and timelines to Committees, balancing competing priorities for communication channels.
- Work with Chapter Administration and the Board of Directors to maintain and update the website content and design, incorporating photos and videos for freshness and engagement. Participate in the annual review of the GMA SHRM website and links.
- Oversee and support the management of GMA SHRM's LinkedIn and Facebook activities as well as content creation for the monthly HR InTouch Newsletter.
- Assist the Board of Directors in utilizing web-based File Libraries to document Board and committee processes, facilitate communication among volunteer leaders, and ensure smooth transitions during Board member turnovers.
- 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: five to six hours.