

MARKETING/PUBLIC RELATIONS DIRECTOR Winona Area SHRM

Position Summary:

Oversee and manage the marketing and public relations activities of the chapter.

Responsible To:

The members of the chapter
The chapter President

Requirements:

- Chapter member in good standing. Must be a national member of SHRM for entire term of office.

Term of Office:

- The term for this position is January 1st through December 31st. Consecutive term may be held with no term limit.

Responsibilities:

- Direct all the marketing and public relations activities of the chapter.
- Assist the chapter Membership Director to increase membership in chapter.
- Communicate with local media sources to ensure community awareness of chapter activities and events. Write and submit short chapter-related or HR-related news items for local newspaper or business paper. Announce chapter awards in community media sources.
- Work with membership director to plan chapter and community events.
- Attend all monthly membership and Board of Directors meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Complete other assignments as requested by the president or the board of directors.
- Assis with coordinating and promoting the Spring Conference.

Resources Available:

- SHRM supplies the following resources for chapter marketing/public relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Fundamentals of Chapter Operations

And MUCH MORE...available online at www.shrm.org/vlrc