



## JOB DESCRIPTION

<b>Position title:</b>	<b>Marketing Chair</b>	<b>Effective:</b>	<b>8/1/2018</b>
<b>Reports to:</b>	<b>President</b>	<b>Status:</b>	<b>Volunteer</b>
<b>Level:</b>	<b>Board Member, Chapter</b>	<b>Term:</b>	<b>2 years</b>

### Position Summary

Oversee and manage the marketing and public relations activities of the chapter. Lead the Marketing Committee to direct the chapter's overall comprehensive marketing and communications strategy. Create and implement a consistent and active communication strategy to all stakeholders for the purposes of recruitment, program messaging, fundraising, awareness and branding.

#### Responsible To:

- The members of the chapter
- The chapter president

### Position Responsibilities

- Direct and support the activities of the community and marketing committee. Coordinate committee activities to support the chapter's mission. Recruit members to serve on the committee.
- Direct all the marketing and public relations activities of the chapter.
- Work with the chapter membership director to increase membership in chapter.
- Partner with the VP, Programs and other board positions to promote chapter events to HR Professionals and the First Coast Community
- Responsible for coordinating the printing of all marketing materials including "Save the Date" materials, Postcards, Brochures, etc.
- Communicate with local media sources to ensure community awareness of chapter activities and events.
- Work with Social Media Chair to take photos of members at monthly chapter meetings or have members submit photos for publication in the newsletter.
- Distribute to the membership newsletters and other information.
- Responsible for all media marketing: Television, Radio, Podcasts, and Newspaper. Partner with the Social Media Chair for social media marketing.
- Maintain and build relationships with key industry partners and members of the press.
- Write and submit short chapter-related or HR-related news items for local newspaper or business paper.
- Identify key speaking engagements and events to help market and brand the chapter.

- Work with membership director to plan chapter and community events.
- Act as a liaison between the board of directors and the committee.
- Performs other related projects as agreed upon.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resource community.
- Attend all monthly membership and board of directors' meetings.
- Upon completion of the position's term, assist the incoming Marketing Chair to assure a smooth transition of responsibilities and continuity of knowledge and resources.

### **Requirements:**

- Must be an SHRM member in good standing for entire term of office.
- Experience with marketing, communications and/or public relations preferred.
- Must be willing to attend SHRM functions and work in a consistent timely fashion.
- SHRM-CP or SHRM-SCP Certification preferred.

### **Resources Available:**

- SHRM supplies the following resources for chapter Marketing/PR Chairs:
  - Chapter Best Practices
  - SHRM Graphics Standards and Use Requirements
  - Fundamentals of Chapter Operations

And MUCH MORE...available online at the [SHRM's Volunteer Leader Resource Center](#).

**Note:** Check for new and updated resources that are continually being developed.