

SVSHRM PUBLIC RELATIONS CHAIR

Position Summary:

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

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Direct all the marketing and public relations activities of the chapter.
- Work with the chapter membership director to increase membership in chapter.
- Communicate with local media sources to ensure community awareness of chapter activities and events. Work with president to write and submit short chapter-related or HR-related news items for local newspaper or business paper.
- Work with membership director to plan chapter and community events.
- Attend 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.

Resources Available:

- SHRM supplies the following resources for chapter marketing/public relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide

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