

SOCIAL MEDIA & COMMUNICATIONS DIRECTOR

Position Function:

Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR and business professionals, both within and out of SHRM are fully informed of chapter resources and activities by using existing and developing social media. Works closely with other chapters members to ensure that the chapter is portraying a consistent and professional image to its members and to the business community at large.

Responsible To:

The Members of the Chapter
The Chapter President
The Chapter Board of Directors
NYS SHRM Communications Director

Responsibilities

- Evaluate the social media landscape and decide what platforms will be good tools for the chapter.
- Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how this impacts the roles of other chapter directors.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the chapter.
- Work to educate other chapter members about the use of new media, both from a technical perspective and from a business approach. Brief members and guests on new media at chapter meetings or through email blasts.
- Develop and implement a strategy to use new media in promoting and presenting our chapter Professional Development and Awards programs. This includes advocating for blog panels, free conference wireless internet and social media conference space.
- Develop relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the state and local level.
- Consult with other chapter representatives to compare best practices on use of new media, in various applications, and how they are used to promote chapter and chapter conferences.
- Work with the chapter directors attending the State conference to ensure a strong social media presence.
- Performs other related projects as agreed upon.
- Works as the Communications Director in conjunction with the Chapter President for media concerns.
- Communicate with our partners and local media sources to ensure community awareness of chapter activities and events.
- Primary photo-taker at Chapter meetings and events. Posts photos to various social media platforms and submits them to Chapter Administrator for website posts.
- Liaison in the community to support and drive chapter awareness.
- Attend all monthly membership and Board of Directors' meetings.
- Participate in the development of short-term and long-term strategic planning for the chapter.
- Complete other assignments as requested by the President or the Board of Directors.
- Works in conjunction with Chapter Administrator to fulfill Chapter needs.

Resources Available:

- SHRM Vol. Leader Resource Center: <https://community.shrm.org/vlrc/home>
- SHRM Vol. Leader Webinars: <https://vlrc.shrm.org/s/article/Volunteer-Leader-Core-Leadership-Area-CLA-Webcast-Webinars-2024>
- SHRM Vol. Structure: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Structure>
- SHRM Campaign in a Box: <https://socialpresskit.com/shrm-we-are-work>
- SHRM Vol. Leader Board Training: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Leaders-Board-Orientation>
- NYS SHRM Communications Director: <https://nys.shrm.org/new-york-state-council-officers-and-directors>