**DIRECTOR OF MARKETING AND COMMUNITY RELATIONS**

*Revised: January 2023*

**Function:**

Promotes GB SHRM to local organizations including HR functions and businesses. Coordinates marketing as appropriate with the other Board members and social media chair. (print and other methods deemed appropriate) we have all worked on this, but more has shifted to social media chair because that’s where a lot of the information is shared of GB SHRM. Works with other organizations to partner on programming and secure sponsorships.

**Responsible To:** President

**Board Liaison:** College Relations/Workforce Readiness Committees

**Responsibilities:**

* Provide education to Chapter members on the purpose and initiative of the SHRM Foundation.
* Announce/Explain yearly research projects Chapter members can access.
* Conduct annual campaign drive (i.e., at State Conference, vendor fair).
* Coordinate the silent auction and vendor fair as part of the annual legal event – including acquiring all vendors and silent auction items
  + Proceeds from silent auction are designated to SHRM Foundation. Promote SHRM Foundation at Annual Legal Event. Goal is to increase the chapter’s contribution over previous years’ contributions.
  + Work with an ad hoc committee to delegate overall annual legal event responsibilities
* Coordinate Chapter donation(s).
* Strive for different venues to market GB SHRM (i.e., NEWMA Manufacturing Expo)
* Partner with other local organizations to promote GB SHRM, its benefits, and programs (working in concert with Directors of Programming, Communications, and Memberships) (i.e., partnering with Chamber of Commerce)
* Oversee the Workforce readiness/College Relations committee – Implement new initiatives and attend monthly committee meetings
* Acquire sponsors for all monthly meeting and events – Promote benefits of sponsorship. Look for additional sponsors for outside events (i.e., study group, scholarships, after hours events)
* Participate in the development and implementation of short-term and long-term strategic planning.
* Participate in the SHRM Core Leadership Area webinars associated with College Relations and Workforce Readiness.

**Requirements:**

* Must be a local SHRM member in good standing elected by the Chapter membership.
* Maintain regular board/chapter meeting attendance. Miss no more than two board meetings per term
* Commit to holding director position for 2-year term.