



*Engage • Educate • Empower*

## **Director of Publicity**

Length of Commitment: 2 years

Estimated monthly time commitment 3-5 hours

Updated: July 12, 2016

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### **Summary of Role**

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

### **Outcomes and Responsibilities**

- Direct all the advertising and public relations activities of the chapter
- Work with third-party web master to edit web pages, post PDF files, create new links, post SHRM and chapter information as needed to keep web site current
- 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
  - Write and submit short chapter-related or HR-related news items for local newspaper or business paper
- Communicate with chapter board of directors to make sure all information on the web site is current and accurate
- Work with VP of membership to plan chapter and community events
- 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
- Attend at least 9 monthly chapter meetings
- Attend 8 of 11 board of directors meetings
  - Held the third Tuesday of each month at 5:45pm

### **Qualifications**

- Member of SHRM National
- Designated member of the Hampton Roads Chapter
- Proactive and responsive
- Highly organized
- Comprehend the SHRM and HRCI bodies of knowledge
- PHR, SPHR, GPHR, SHRM-CP, SHRM-SCP designation preferred