



Director of Publicity

2021 Board of Directors

Board Position: Director of Publicity
Length of Term: Two Years
Revision Date: January 2020

Position Summary

The Director of Publicity is responsible for promoting awareness and actions of the Chapter through ongoing communication efforts and branding initiatives, using social media tools. The Director of Publicity ensure that HR professional, both inside and outside of HRSHRM, are full informed of Chapter resources and activities by using existing and developing social media. The Director of Publicity works closely with other Chapter members to ensure the Chapter is portraying a consistent and professional image to its members and to the business community at large. The Director of Publicity serves a two-year term.

Responsibilities

- Evaluate the social media landscape and decide what platforms will be effective 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 the Chapter's, technology director as well as the public relations director.
- 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 prospective and from a business approach. Plan to host a session on new media at the chapter conferences.
- Develop and implement a strategy to use new media in promoting and presenting our chapter conference. 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 conference chairperson to ensure a strong social media presence at the state conference.
- Complete special projects upon request.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Read and follow all Chapter Bylaws.
- Develop future leader to fill role as part of the succession planning.
- Represent the chapter in the human resources community.
- Attend 10 out of 12 monthly membership and board meetings.

Qualifications

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

Responsible To

- Chapter Members
 - Chapter President
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