

COMMUNITY RELATIONS DIRECTOR

Position Summary:

Oversee and manage the marketing and public relations activities of the Chapter. Oversee and guide the activities of the committees applicable to community relations and local Chapter activities, i.e. Salary Survey, Newsletter, Job Bank, Chamber of Commerce, Community Relations, Research, and College Relations.

Provide timely and comprehensive information to Chapter members about programs, workshops, and other matters of interest via Chapter publications. Provide timely and comprehensive information and other matters of interest about the Chapter to external resources. Create and maintain a favorable image of the Chapter working for the professional development of its members by: (a) keeping membership and local community informed of Chapter projects, activities and upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members and local community.

Responsible To:

The members of the Board of Directors and Chapter
The Chapter President

Responsibilities:

- Recommend community service projects to be supported by the Chapter.
- Make Chapter members aware of community organizations that would be beneficial to HR professionals or businesses. Invite representatives of local community organizations to Chapter meetings. Allow them a few minutes to discuss their programs if appropriate.
- Provide information to Chapter members about local community organizations through flyers or brochures at meetings or via newsletter articles.
- Maintain liaison with the local Chamber of Commerce, business organizations, business news writers, and other community groups.
- Direct all the marketing and public relations activities of the Chapter.
- Work with the Chapter Membership Director to increase membership in Chapter and assist with member orientation as needed.
- Work with Membership Director to plan Chapter and community events.
- 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.
- Serve as liaison between members of the Community Relations Committee.
- Support the editor of the Chapter's monthly publication/newsletter ensuring that members receive timely, topical information.
- Provide support, direction, and leadership to committees.
- Recruit assistance from the membership and the Board for articles, survey questions, etc.
- Provide survey questions for the website or newsletter with input from Board of Directors.
- Send out (or delegate) survey announcement and link to membership.
- Provide monthly updates at the Board of Directors meetings.
- Participate in the development and implementation of short-term and long-term strategy planning for the Chapter.
- Represent the Chapter in the Human Resources community.
- Attend all monthly membership and Board of Directors meetings.

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Requirements:

Must be an SHRM member in good standing.

Resources Available:

- SHRM supplies the following resources for Chapter Community Relations Directors
 - Chapter Best Practices
 - Chapter Chatter
 - Chapter Position Descriptions
 - Chapter Web Site Toolkit
 - How to Publish a Chapter Newsletter
 - SHRM-Approved Graphics for Chapters
 - SHRM Graphics Standards Guide
 - SHRM Leaders Guide
 - Working with the Media
 - And MUCH MORE...available online at <http://www.shrm.org/Chapters/resources/chaphelp.asp>