

Position Title: Vice President, Communications & Marketing

Position Summary:

Serve as an appointed/elected member of the Chapter leadership. Oversee and manage the communications, marketing and public relations activities of the chapter. Guide the activities of the following tasks: corporate sponsorship/advertising, directory, salary/benefits survey, newsletter, community relations, and other internal communication. Provide timely and comprehensive information and other matters of interest about the Chapter to external resources. Create and maintain a positive image of the Chapter working for the professional development of its members by: (a) keeping membership informed of Chapter projects, activities and upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members. It is advisable that the Director, Communications & Marketing serve a multiple-year term, up to a maximum term of five (5) years on the Board.

Responsible To:

The members of GMA SHRM
The Chapter President

Position Responsibilities:

- Lead the Marketing and Communications Committee. Delegate following responsibilities as appropriate.
- Coordinate annual marketing of Chapter corporate sponsorships and advertising opportunities.
- Work with Chapter Administration to produce the annual Membership Directory.
- Serve as a liaison with the designated vendor to coordinate the administration, production, and promotion of the GMA SHRM Compensation Survey and Benefits Survey.
- 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 journals.
- Support the editor of the Chapter newsletter to ensure that members receive timely, relevant information. Coordinate production of the newsletter and production schedule. Compile, edit, design, and layout the final copy of the newsletter. Ensure that issues are distributed (via mail or e-mail) in a timely manner.
- Work with Chapter Administration to maintain web site for content and design.
- Maintain memberships and connection with local Chamber of Commerce members.

General Board Responsibilities:

- Present regular updates to the Chapter President and Board.
- Participate in the development and implementation of short-term and long-term strategy planning for the Chapter.
- Complete respective area of responsibility of the Chapter Achievement Plan (CAP.)
- Represent the Chapter in the human resources community.
- Attend all GMA SHRM Board meetings.
- Respond to any other requirements of the Chapter President.
- Maintain SHRM member ship for term of office.

Last Updated: 3/19/2008