

Position Title: Director, Media Relations

Position Summary:

Serve as an appointed/elected member of the Chapter leadership. Oversee and manage the use of technology for the chapter. Guide the activities of the following tasks: social media, Idea Exchange, website, Media communications and other systems. 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 and (b) researching and implementing systems viewed as beneficial to the members. It is advisable that the Director, Technology 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 VP Communications

Position Responsibilities:

- Work with the Marketing and Communications and Programming Committees to research and implement appropriate systems to engage and educate members. Delegate responsibilities as appropriate.
- Execute throughout the year, Strategic Initiatives in the areas of member engagement, community outreach, operational excellence, technology, and other strategies as defined by the Board.
- Work with Chapter Administration, the Vice President of Communications, and the Board of Directors to maintain the web site for content and design—including the integration of photos and videos to keep web content fresh and engaging.
- Manage committee that will monitor and coordinator activity for GMA SHRM's LinkedIn, Facebook, Twitter, and other social media accounts, as well as content creation for monthly HR InTouch Newsletter as approved by the Board of Directors.
- Work with all committees to help promote GMA SHRM's services, programs, and events via its social media avenues including paid social media advertising as applicable for the budget.
- Assist the Board of Directors in effectively utilizing the web-based File Libraries to ensure documentation of Board and committee processes, facilitate communication among volunteer leaders, and ensure continuity and smooth transitions during Board member turnovers.
- Analyze data and metrics associated with mobile site, website, and social media accounts and make recommendations to Board
- Work with reporters to proactively GMA positive media coverage for events as applicable or follow up with the media outlets when they contact GMA SHRM.

General Board Responsibilities:

- Present regular updates to the Chapter President and Board.
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter.
- Complete respective area of responsibility of SHAPE.
- Represent the Chapter in the human resources community.
- Attend 6 out of 12 monthly GMA SHRM Board meetings including the two all day strategic meetings.
- Respond to any other requirements of the Chapter President.
- Maintain SHRM membership for term of office.
- Complete quarterly review form of Chapter Administrators.