

Virginia SHRM State Council

Communications Director

Position Summary:

Promotes awareness of the purpose and actions of state council through ongoing communication efforts and branding initiatives. Makes sure that HR professionals, both within and outside of SHRM are fully informed of council resources and activities by using existing and developing social media. Works closely with other state council members to ensure that the council is portraying a consistent and professional image to its members and to the business community at large. Monitors, evaluates, and advocates, on a continuing basis national, state and local activities concerning the use of information technology to facilitate better communication throughout the volunteer leadership of SHRM.

Responsibilities:

- Serve as a voting member of the state council and is responsible for attending and participating in all meetings of the council.
- 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 council.
- Work to educate other state council members and chapter board members about the use of new media, both from a technical perspective and from a business approach.
- Develop and implement a strategy to use new media in promoting and presenting our state conference. This includes advocating for blog panels, free conference wireless internet and SM conference space.
- Develop relationship with SHRM National to understand SHRM National's position on social media, and to help promote this position at the state and local level.
- Consult with other state's council representatives to compare best practices on use of new media, in various applications, and how they are used to promote state councils, state conferences, and chapters.
- Facilitate articles for the semi-annual state SHRM magazine.
- Perform other duties as assigned by the state council president.

Requirements:

- Must be an SHRM member in good standing. HRCI and/or SHRM certification highly desirable.
- Serves a three year term beginning the first day of January and ending the last day of December.