



Communications Director

Position Summary:

Promote awareness of the purpose and actions of the State Council through ongoing communication efforts and branding initiatives. Ensure that HR professionals, both within and external to SHRM are fully informed of HR Virginia resources and activities by using existing and emerging communication mediums. Work closely with other State Council members to ensure that the Council portrays a consistent and professional image to its members and to the business community at large.

Monitor, evaluate, and advocate, 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:

- ❑ Attend additional State Council Meetings, such as Strategic Planning or training sessions.
- ❑ Represent SHRM by conducting all activities in accordance with the National and State code of ethics and conduct, and by using sound business principles and judgment in conducting all SHRM-related business.
- ❑ Create and facilitate the yearly communication plan.
- ❑ Facilitate articles for the State Council blog.
- ❑ Assist Partnership Director with Requests For Proposals (RFPs) related to the blog, Social Media platforms, and State Council website as needed.
- ❑ Assist State Council President with gathering data to recognize new Council members and exiting Council members, including acknowledgments to their employers for allowing members to volunteer.
- ❑ Serve on the State Conference committee. Develop a strategy for promoting the event on the blog and Social Media Platforms. Ensure consistent branding in communication including a strong social media presence at the Conference. This includes spotlighting partnership opportunities, speakers, and other conference announcements. Develop and implement a strategy to use new media in promoting and presenting the Conference including advocating for blog panels and how they are used to promote State Councils, State Conferences, and Chapters.
- ❑ Manage strategy to maximize use of SHRM National eblasts.
- ❑ Evaluate the social media landscape and decide what platforms will be effective tools for the Council.
- ❑ Work to understand and develop an effective strategy for the use of new media, giving

consideration as to how this impacts the role of the council's Technology Director. Consult with other state council representatives to compare best practices on the use of new media, in various applications, and how they are used to promote State Councils, State Conferences, and Chapters.

- Monitor, evaluate, and advocate, 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.
- Develop a social media presence by managing HR Virginia's Social Media accounts. Optimize Council pages within each platform, develop user/member guidelines and maintain group; approve membership, audit members, add news items, facilitate discussion, etc.
- Manage the State Council Canva account and educate the state council on our brand guidelines.
- Work to educate State Council members and Local Chapters about the use of new media, both from a technical perspective and from a business approach. Plan to host a session on social media and brand guidelines at the State Leadership Conference.
- Develop a relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the State and Local level.
- Liaison between the State Council and various existing partners (Chambers of Commerce, Best Places to Work, etc.).
- Reach out and engage with the Chapter counterpart on a quarterly (at minimum) basis. Attending Chapter and/or Board meetings throughout the term of service is encouraged.
- Perform other duties as assigned by the State Council President.

Requirements:

- Must be a SHRM member in good standing. HRCI and/or SHRM certification highly desirable.
- Significant experience using social media.
- Must be physically present at all HR Virginia events as directed, to provide live updates via social media. If the director is unable to attend an event, they must identify a designee to provide photographs, quotes, etc. in real time.
- Serves a one-year term beginning the first day of January and ending the last day of December.