



Elk River, MN

SOCIAL MEDIA/MARKETING

Position Summary:

Promotes awareness of the purpose and actions of the Chapter through ongoing communication efforts and branding initiatives, using social media tools. Ensure that HR professionals, both within and outside of SHRM, are fully informed of the Chapter's activities by utilizing existing and developing social media outlets. Work closely with other Board Members to ensure that the Chapter is portraying a consistent and professional image. Core Leadership Position to Board of Directors serving a 1-year term with no more than 2 consecutive terms.

Responsible To:

The members of the Chapter
The Chapter President

Requirements:

- Must maintain SHRM membership in good standing.
- SHRM Certification highly encouraged
- Must attend monthly membership meetings and Board meetings as scheduled

Responsibilities:

- Evaluate the social media landscape and determine what platforms are best for the Chapter
- Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how this impacts the roles within the Chapter Board
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the Chapter
- Develop a calendar to ensure regular posts to social network sites, including program information as well as other human resources-related information that would be of interest to our "followers"
- Work to educate other Chapter members about the use of new media, both from a technical and a business approach
- Understand SHRM's position on social media, and help promote this position at the Chapter level
- Determine best practices on use of new media, in various applications, and how they are used to promote the Chapter
- Provide marketing updates at Board of Directors meetings
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter
- Upon completion of the position's term, assist the incoming Social Media/Marketing Chair to ensure a smooth transition of responsibilities and continuity of knowledge and resources.