

## Chapter Communication Chair Job Description

### Position Summary:

Promotes awareness of the purpose and actions of the Chapter through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR Professionals, both within and without of SHRM are fully informed of Chapter resources and activities by using existing and developing social media. Works closely with other Chapter members to ensure that the Chapter is portraying a consistent and professional image to its members and to the business community at large.

### Responsible to:

- The members of the Chapter
- The Chapter President

### Responsibilities:

- Evaluate the social media landscape and decide what platforms will be good tools for the Chapter.
- Maintain Chapter's Facebook Page.
- Email – [rrhrpa@gmail.com](mailto:rrhrpa@gmail.com)
  - Maintain the email inbox by responding to emails and delivering information as requested
  - Send email blasts to members
    - Current information
    - Legislative updates
    - Event and meeting invitations and reminders
- Sauk Valley Media
  - Work with Community Calendar Editor to submit events and meetings.
- Attend VLC teleconference meetings on communications, websites, etc., when necessary.
- Dixon Chamber of Commerce newsletter (Echo) – no charge to members
  - Printed newsletter: Information must reach them no later than the 3<sup>rd</sup> week of the month and they print the following week.
  - Email newsletter: same time frame as above, but they can occasionally slip in information after the deadline. Better to get it there early in the month.
    - Contact [matthew.lenox@dixonnow.com](mailto:matthew.lenox@dixonnow.com) to submit.
  - Calendar of Events: send to [jonna.russell@dixonnow.com](mailto:jonna.russell@dixonnow.com)

- Sauk Valley Area Chamber (Sterling / Rock Falls area)
  - Inserts in monthly newsletter – is posted on their website and FB page
  - Ad blasts are sent out for Mondays with 3-4 other events / notices
- Maintain Chapter webpage – [www.rrhrpa.shrm.org](http://www.rrhrpa.shrm.org)
  - Update meetings and events.
  - Update new information on Chapter and SHRM (awards, membership numbers, etc.)
  - Update membership application
  - Update scholarship application
  - Update Board of Director information
  - Attend teleconference meetings with SHRM webmaster when required
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter.
- Represent the Chapter in the Human Resources Community.