**DIRECTOR OF MARKETING AND COMMUNITY RELATIONS**

**Function:**

Promotes GB SHRM to local organizations including HR functions and businesses. Coordinates all marketing (print and other methods deemed appropriate) of GB SHRM. Works with other organizations to partner on programming and secure sponsorships.

**Responsible to:** President

**Responsibilities:**

* Provide education to Chapter members on the purpose and initiative of the SHRM Foundation.
* Announce/Explain yearly research projects Chapter members can access.
* Conduct annual campaign drive (i.e. at State Conference, vendor fair).
* Coordinate Chapter donation(s).
* Strive to different venues to market GB SHRM
* Partner with other local organizations to promote GB SHRM, it’s benefits, and programs (working in concert with Directors of Programming, Communications, and Memberships)

**SHAPE Activities (suggested):**

* Make a Chapter contribution to the SHRM Foundation.
* Hold at least one special event to benefit the SHRM Foundation.
* Align Chapter goals to support the 20xx SHRM Foundation goals.
* Increase the Chapter’s contribution over the previous years’ contributions.
* Increase the number of SHRM Foundation individual donors in the Chapter.
* Participate in at least on SHRM Foundation Core Leadership Area conference call.
* Highlight availability of SHRM Foundation Effective Practice Guidelines series to members.
* Promote the SHRM Foundation at Chapter meetings, in Chapter newsletters, and/or on Chapter website.
* Participate in the development and implementation of short-term and long-term strategic planning.
* Present the SHRM Foundation presentation at a Chapter meeting.
* Educate members about the mission and work of the SHRM Foundation.
* Display Foundation literature at every Chapter meeting.
* Participate in at least on SHRM Foundation webcast of view an archived webcast.
* Use the SHRM Foundation Toolkit.

**Requirements:**

* Must be a local SHRM member in good standing elected by the Chapter membership.
* Maintain regular board/chapter meeting attendance. Miss no more than two board meetings per term
* Commit to holding director position for 2-year term.