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**Position Title: VP Marketing & External Relations Effective: 1/31/2022**

**Reports to: Chapter President Status: Volunteer**

**Level: Board Member, Chapter Term: 1 year**

**Position Summary:**

Oversee and manage the community outreach, marketing, and public relations activities of the chapter. Lead the Community Outreach & Marketing Committee to direct the chapter’s overall comprehensive outreach, marketing, and communications strategy. Create and implement a consistent and active outreach and communication strategy to all stakeholders for the purposes of recruitment, program messaging, fundraising, awareness, and branding.

**Responsible To:**

* The members of the chapter
* The chapter president

**Position Responsibilities**

* Direct and support the activities of the community outreach and marketing committee. Coordinate committee activities to support the chapter's mission. Recruit members to serve on the committee.
* Partner with chapter management on all the marketing and public relations activities of the chapter.
* Work with the chapter membership director to increase membership in chapter.
* Partner with board positions to promote chapter events to HR Professionals and the Savannah Community
* Responsible for coordinating the printing of all marketing materials including “Save the Date” materials, Postcards, Brochures, etc.
* Communicate with local media sources to ensure community awareness of chapter activities and events.
* Work with Social Media Chair to take photos of members at monthly chapter meetings or have members submit photos for publication in the newsletter.
* Distribute to the membership newsletters and other information.
* Responsible for all media marketing: Television, Radio, Podcasts, and Newspaper. Partner with the Social Media Chair for social media marketing.
* Maintain and build relationships with key industry partners and members of the press.
* Write and submit short chapter-related or HR-related news items for local newspaper or business paper.
* Identify key speaking engagements and events to help market and brand the chapter.
* Work with membership director to plan chapter and community events.
* Act as a liaison between the board of directors and the committee.
* Performs other related projects as agreed upon.
* Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
* Represent the chapter in the human resource community.
* Attend all monthly membership and board of directors’ meetings.
* Upon completion of the position’s term, assist the incoming External Marketing Chair to assure a smooth transition of responsibilities and continuity of knowledge and resources

**Requirements:**

* Must be an SHRM member in good standing for entire term of office.
* Experience with marketing, communications and/or public relations preferred.
* Must be willing to attend SHRM functions and work in a consistent timely fashion.
* SHRM-CP or SHRM-SCP Certification preferred.

**Resources Available:**

* SHRM supplies the following resources for chapter Community Outreach/Marketing/PR Chairs: o Chapter Best Practices
  + SHRM Graphics Standards and Use Requirements
  + Fundamentals of Chapter Operations

And MUCH MORE…available online at the SHRM’s Volunteer Leader Resource Center.

**Note:** Check for new and updated resources that are continually being developed.