Association for Human Resource Management
Position Description

Director of Communications and Public Relations

POSITION PURPOSE

Coordinates publicity for and publication of AHRM events and executes the marketing and public relations activities of the chapter. Provide timely and comprehensive information and other matters of interest about the chapter to external resources. Create and maintain a favorable image of the chapter working for the professional development of its members by: (a) keeping membership informed of chapter projects, activities and upcoming meetings via website, email and social media, and (b) disseminating relevant professional information viewed as beneficial to the members. Position reports to Chapter President.

PRINCIPLE ACCOUNTABILITIES *(including SHAPE responsibilities)*

- Solicit vendors to sponsor membership meetings and events. Secure ads, logos and bios for sponsors and introduce sponsors at membership meetings. Events include:
  - Monthly meeting
  - Liquid tHeRapy
  - SHRM Foundation event
  - Holiday Party
- Solicit advertisers for monthly membership newsletter and secure ads.
- Solicit content experts to contribute to newsletter articles including law firms, etc. Coordinate production of the newsletter and production schedule. Collect newsletter information from other board members, prepare newsletter, and distribute to members monthly.
- Creates marketing collateral for special events and other news-worthy information.
- Create a social media content calendar. Post relevant content to AHRM pages regularly and consistently.
- Work with the board of directors to plan, execute and distribute chapter and community events.
- Collaborate with Board of Directors to send 2 electronic SHRM At-Large Communications per year and as many mailers to SHRM At-Large members as needed.
- Distributes regular e-blasts to members keeping them informed of chapter, MISHRM and SHRM news.
- Expectation of all board members to follow the General Board Member Job Description.

CONFERENCE/MEETING REPRESENTATION

- MISHRM Volunteer Leadership Business Meeting as requested by Chapter President
- Participation in various AHRM events and activities as needed

QUALIFICATIONS

General Experience/Background

- Must have active individual membership in the Society for Human Resource Management (SHRM).
- Human Resource certification preferred (PHR, SPHR, SHRM-CP and/or SHRM-SCP).

Language and Technical Skills

- Proficient computer knowledge, including Microsoft Office and social media products
- Must be able to effectively communicate both verbally and in writing to individuals at all levels of an organization

Updated: May, 2024