

COMMUNITY/PUBLIC RELATIONS CHAIR

Position Summary:

Manage the chapter's public relations and community outreach efforts.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Coordinate mixers, business partner fairs and other marketing and publicity events.
- Communicate with local media sources to ensure community awareness of chapter activities and events, to include press releases.
- Maintain liaison with the local Chamber of Commerce, business organizations, business news writers, and other community groups.
- Recommend community service projects to be supported by the chapter. Coordinate the community events approved by the board.
- Make chapter members aware of community organizations that would be beneficial to HR professionals or businesses. Invite representatives of local community organizations to chapter meetings. Allow them a few minutes to discuss their programs if appropriate.
- Provide information to chapter members about local community organizations through flyers or brochures at meetings or via newsletter articles if appropriate.
- In conjunction with the chapter membership committee, work to increase membership in the chapter.
- Serve as liaison between members of the community relations committee.
- Attend all monthly membership and board of directors meetings.
- Participate in the SHRM Core Leadership Area conference calls and webcasts, as applicable.
- 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.
- Complete other assignments as requested by the president or the board of directors.

Resources Available:

- SHRM supplies the following resources for chapter community relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Chapter Leader Resource Guide: Fundamentals of Chapter Operations
 - Working with the Media Guide
 - www.shrm.org/vlrc