



VICE PRESIDENT OF COMMUNICATIONS

Position Summary:

Provide timely and comprehensive information to chapter members about programs, workshops, and other matters of interest via social media. 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, and (b) disseminating relevant professional information viewed as beneficial to the members. Lead, monitor, and share all social media postings.

Responsible To:

The members of the chapter and the Austin SHRM Board of Directors.

Responsibilities:

- Provide support, direction, and leadership to committees.
- Recruit assistance from the membership and the Board to create social media postings, as well as monitor and share postings.
- Regularly communicate the value-added benefits of being a member of Austin SHRM.
- Share SHRM and Texas SHRM social media updates as applicable.
- Determine new ways to increase followers via current, and potentially new, social media sites.
- Provide monthly updates to the Board of Directors.
- Participate in the development of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the business and Human Resources community.
- Attend (or delegate committee members) Austin SHRM events to assist with social media coverage.