

## **MARKETING AND PUBLIC RELATIONS DIRECTOR**

### **Function**

Oversee and manage the marketing and public relations activities of the chapter. Provide timely and comprehensive information to chapter members about special programs, workshops, and other matters of interest via chapter publications. 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 special meetings, and (b) disseminating relevant professional information viewed as beneficial to the members.

### **Responsibilities**

1. Chair meetings of the Marketing and Public Relations Committee. Recruit members to serve on the committee.
2. Direct all the marketing and public relations activities of the chapter.
3. Work with the chapter Membership Director to increase membership in chapter.
4. Communicate with local media sources to ensure community awareness of chapter activities and events. Write and submit short chapter-related or HR-related news items for local newspapers, radio stations, and/or television stations.
5. Work with Professional Development Director to plan chapter and community events.
6. Develop a monthly or quarterly chapter on-line or email newsletter. Recruit assistance from the membership and the Board for articles, survey questions, etc. Compile, edit, design, and lay out the final copy of the newsletter. Post the newsletter on the web page and/or mail or email the newsletter or newsletter notice to members.
7. Design all communication materials for the chapter.
8. Create a format message to be included in all chapter e-mail communication that includes a link to the EIHRA web page.
9. Change web page password in January of each year and communicate the change to members.
10. Recommend community service projects to be supported by the chapter.
11. Market the Association to paying vendors for monthly chapter meetings and events, workshops/conferences, and/or advertising on the web.
12. Responsible for the set-up, tear-down, scheduling volunteers, and general coordinating of EIHRA booth for workshops/conferences.
13. Attend 75% of Chapter and Board of Directors meetings.
14. Provide a monthly report to be included in the packet sent to all board members in preparation for the monthly board of directors meetings.
15. Serve on various Chapter event committees, as needed.
16. Participate in the development of short-term and long-term strategic planning for the chapter.
17. Represent the chapter in the Human Resources community.
18. Complete other assignments as requested by the President or the Board of Directors.

### **Requirements**

Chapter member in good standing.

### **Term**

Two years and three months

Revised 02-01-05; 01/2009