



## **BNHRC Position Description DIRECTOR OF COMMUNICATIONS**

### **Position Summary:**

Provides timely, comprehensive information to keep chapter members and external partners informed of chapter events, membership updates, community initiatives, and relevant information from SHRM.

### **Responsible To:**

- The members of the chapter
- The chapter President

### **Responsibilities:**

- Creates, edits, designs, and/or distributes communications and surveys to chapter members and external partners. Communications are distributed to external partners as appropriate or requested.
- Recruits assistance from chapter members and the Board of Directors for membership updates, articles, community events, etc.
- Ensures that communications go out on time.
- Tracks metrics of communications.
- Assists with survey strategy and review of results, as needed.
- Partners with the Director of Social Media to provide engaging text, image and video content for social media posts, and to design/implement a social media strategy which aligns with chapter goals.
- Stays up-to-date with current technologies and trends in digital communications, social media, design tools and applications.
- Attends and participates in monthly Board and chapter meetings.
- Participates in the development of short-term and long-term strategic planning for the chapter.
- Serves as the back-up for the Director of Social Media and Director of Technology, as needed.
- Represents the chapter in the Human Resources community.

***Revised 9/9/2023***

