

BNHRC Position Description
DIRECTOR OF SOCIAL MEDIA

Position Summary:

Take minutes of Board of Directors meetings and provide notice of meetings and general correspondence to Board members. Provide minutes to chapter members. Maintain chapter records and history.

Responsible To:

- The members of the chapter
- The chapter President

Responsibilities:

- Serves as the chapter social media community manager and admin of social media accounts.
- Provides engaging text, image and video content for social media posts.
- Engages followers and responds to comments and messages in a timely manner.
- Partners with Director of Communications to design and implement social media strategy which aligns with chapter goals.
- Ensures distribution of all meeting announcements, membership updates, and other information on social media.
- Recruits assistance from the membership and the Board for membership updates, articles, community events, survey questions, etc.
- Tracks metrics for social media posts and reports out to the Board.
- Ensures that communications go out on time.
- 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 Communications, as applicable.
- Represents the chapter in the Human Resources community.

Revised 11/7/2019