



**Human Resources Association
of Greater Detroit**

Marketing/Public Relations Job Description

Position Summary:

Provide timely and comprehensive information to chapter members about 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 upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members. Lead the newsletter, Web site, and membership roster committees.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Support the editor of the chapter's monthly publication ensures that members receive timely, topical information.
- Provide support, direction, and leadership to committees.
- Recruit assistance from the membership and the board for articles, survey questions, etc.
- Coordinate production of the newsletter and production schedule.
- Compile, edit, design, and lay out the final copy of the newsletter. Ensure that issues are distributed (via mail or e-mail) in a timely manner. Establish a reporting network, plan issue, and write the final copy (or edit copy supplied by others) for each issue. Maintain web site for content and design.
- Maintain membership roster and distribute to members as appropriate.
- Provide monthly updates at the board of directors meetings.
- Attend all monthly membership and board of directors meetings.
- 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.

Resources Available:

- SHRM supplies the following resources for chapter communication directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Chapter Web Site Toolkit
 - How to Publish a Chapter Newsletter
 - SHRM-Approved Graphics for Chapters

- SHRM Graphic Standards Manual for Affiliates
- SHRM Leaders Guide
- Working with the Media

And MUCH MORE...available online at www.shrm.org/vlrc