

## Public Relations & Technology Director

### Position Description

Updated: October 2024

**Function:** Provides leadership as the primary communications resource for the NDSHRM State Council. Monitors, evaluates and advocates, on a continuing basis national, state and local activities concerning the use of information technology to facilitate better communication throughout the volunteer leadership of SHRM. Promotes awareness of the purpose and actions of the council through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR professionals, both within and without of SHRM, are fully informed of council resources and activities by using existing and developing communication channels. Works closely with other council members to ensure that the council is portraying a consistent and professional image to its members and to the business community at large.

**Responsible To:** The State Director

### Responsibilities:

1. Serves as a voting member of the Council and attends & participates in all meetings.
2. Active member of the State Conference Committee and assists in the planning and coordination of the annual ND SHRM State Conference.
  - a. Leads marketing committee for conference which includes lead on conference app.
  - b. Participates in other committee/s as assigned.
3. Assists the Council in the dissemination of information; facilitates two-way communication.
4. Provides timely and accurate responses to proposals, surveys and questionnaires; recommends policy changes as appropriate.
5. Serves as a resource for the State Council in the use of technology to improve record keeping and informational transfer with local chapters, at-large members, and SHRM staff.
6. Coordinates efforts in encouraging the development of consistent standards to facilitate better sharing of data at all levels of the leadership structure.
7. Serves as the webmaster for the State Council.
8. Oversees social media accounts for the Council and promotes State Council activities on them.
9. Represents the volunteer leadership of the state to better communicate to SHRM staff the types of computer and technology related services that could assist volunteer leaders in furthering the goals and objectives of SHRM.
10. Other duties as assigned by the State Director.

### Requirements:

1. Must be a SHRM member in good standing. SHRM certification highly desirable.
2. Attendance required at 75% of State Council meetings via phone, virtually, or in person
3. Serves a two-year term beginning the first day of January in year one of the term, and ending the last day of December in year two of the term.

*I acknowledge I have reviewed the job description for my position and understand the responsibilities for my position.*

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Signature

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Date