

Louisiana Society for Human Resources Management (LASHRM)
Position Description

TITLE: LASHRM Communications Director

REPORTS TO: LASHRM State Council Director

Function:

Serves as an appointed member of the state council with responsibility to promote awareness of the purpose and actions of Louisiana SHRM through ongoing communication efforts and branding initiatives.

Makes sure that HR professionals, both within and outside of SHRM are fully informed of Council resources and activities by using existing and developing social media. Works closely with other state council members to ensure that the council is portraying a consistent and professional image to its members and to the business community at large.

This individual also 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.

Duties and Responsibilities:

1. Serves as a non-voting member of the state council and is expected to attend and participate in all council meetings.
2. Evaluate the Social Media landscape and decide what platforms will be good tools for the state council.
3. Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how this impacts the roles of the council.
4. Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the state council.
5. Work to educate other state council members and chapter board members about the use of new media, both from a technical prospective and from a business approach.
6. Develop and implement a strategy to use new media in promoting and presenting our state conference. This includes advocating for blog panels, free conference wireless internet and SM conference space.
7. Develop relationship with SHRM National to understand SHRM National's position on social media, and to help promote this position at the state and local level.

8. Consult with other state's council representatives to compare best practices on use of new media, in various applications, and how they are used to promote state councils, state conferences, and chapters.
9. Work with the State Conference Director to ensure a strong social media presence at Louisiana SHRM State Conference.
10. Serves as the webmaster for the state council.

Requirements:

1. Must be an SHRM member in good standing throughout the duration of participation on the Governing Body (Article VI, Section D). HRCI certification highly desirable.
2. Appointment is made by the State Council Director. (Article VI, Section E)
3. Should be able to visit chapters throughout the state as needed.
4. Serves a term beginning the first day of January and ending the last day of December. May be reappointed in the same position for not more than four additional consecutive years. (Article VI, Section E)