

# Digital Communications Director

## Position Summary:

Promotes awareness of SAHRMA's Mission and the activities of the Chapter through ongoing digital communication efforts. Strengthens member engagement by creating and encouraging social media interaction. Develops social media and website content consistent with the Chapter's professional image. Creates strategic plans that supports Chapter priorities and initiatives.

## Responsible To:

Members of the chapter  
Chapter President

## Responsibilities:

- Evaluates the social media landscape to select which platforms offer of the best tools for the chapter and manages the Chapter's social media sites. This may include recruiting committee members to provide focus for each channel.
- Serves as creative webmaster, to create, maintain, and update website content that is informative, visually appealing, and compelling.
- Serves as social media lead for chapter events, particularly employment law conference and symposium.
- Develops effective strategies for use of new media, in collaboration with the Chapter President and other board directors, such as the Marketing & Public Relations Director.
- Presents regular reports to the board of directors on social media stats/analytics and uses data to develop strategic media plans.
- Explores emerging concepts and tools to recommend ways to keep the chapter's digital presence and online member engagement on the cutting edge.
- Where appropriate, and in conjunction with the Chapter President, may oversee vendor selection and management as it relates to digital communications.
- Leads or assists on other related projects as agreed upon.
- Participating in the development and implementation of short-term and long-term strategic planning for the chapter.
- Representing the chapter in the HR community.
- Attending all general membership and board of directors meetings, and participating in chapter events.