



COMMUNICATIONS DIRECTOR

Job Description

Function

Oversees and manages the external and internal communications activities of CCHRA, including newsletter liaison, media relations, publicity, website oversight, and written materials to enhance and promote the professional image and visibility of the CCHRA and SHRM organizations.

General

- Must be a qualified regular member of CCHRA in good standing at the time of nomination or appointment.
- Must remain a current member in good standing of CCHRA through the end of the term of office.
- Preferred: Membership with SHRM.
- Must attend a minimum of 75% of Board meetings (9 meeting).
- Must attend a minimum of 67% of CCHRA events (4 events).

Key Responsibilities

- Coordinate with CCHRA Notes editor to ensure newsletter deadlines are met and all articles and photographs are included. Develops working relationships with media business writers to increase Chapter awareness and media presence. Produce and submit newsworthy press releases, and monthly meeting announcement and reminders to the media.
- Ensure that all Chapter written materials are consistently formatted, professional in appearance and communicates the message effectively.
- Act as a liaison between the Board of Directors, paid consultants (P/R, newsletter publisher, website host), and members.
- Oversees maintenance and enhancement of website. Works with Web Master and SHRM advisors to make necessary changes to the website, within the confines of the administrator account privileges.
- Develops and maintains relationship with partner organizations (i.e., Agricultural Personnel Management Association, local chambers of commerce, hospitality associations and others as appropriate and CCHRA membership to encourage cross-posting of events and communications. Work with partners to develop co-branding and advertising materials.
- Develops the communication strategy for the upcoming year. The Communication Strategy should be presented to the Board and Advisory Committee during the annual Strategic Retreat.

- Implement and revise the strategy as needed throughout the year. Progress should be presented to the Board during monthly meetings.
- Send Monthly e-blasts for programs, events and other relevant association information.
- Develop bi-monthly PowerPoint Slides for advertising, upcoming events, Sponsors and other announcements as appropriate.