

**HUMAN RESOURCE PROFESSIONALS OF CENTRAL PENNSYLVANIA
COMMUNICATIONS DIRECTOR**

Position Overview

The Communications Director serves as an elected member of the Chapter Board, notifies membership of upcoming events and oversees the function of the Chapter web site through regular maintenance and development.

Duties and Responsibilities

1. Forms and chairs a Chapter Communications Committee. Schedules regular Communications Committee meetings, facilitates discussion and delegates responsibilities. Establishes annual goals of the Communications Committee and ensures they are achieved. Maintains a record of all committee meetings, providing copies to each committee member, as well as a copy to all Board Members.
2. Coordinates HRP website to include:
 - 1) Establishes and maintains a relationship with web site hosts.
 - 2) Creates and develops needed materials for the Chapter web site.
 - 3) Edits and posts materials on the web site on a regular basis.
 - 4) Monitors web site for compliance with Chapter goals and objectives.
 - 5) Solicits feedback from membership to identify needs and uses for the web site.
 - 6) Responds to and facilitates the resolution of membership questions and problems related to the website and online processes.
3. Coordinates, approves and facilitates sending of weekly HRP Gram. Issues Chapter meeting notices via HRP Gram.
4. Establishes annual goals of the Wage Survey, submits annual budget for review and approval and develops annual sales & marketing plan. Surveys chapter members to insure the Wage Survey continues to provide support in developing compensation strategies within their respective organizations.
5. Provides Technology updates to chapter and board, makes suggestions on how technology can be incorporate into the chapter and Human Resources field. Makes presentations and provides demonstrations on technology during chapter meetings.
6. Takes photos of members at monthly chapter meetings and posts photos on website. Coordinates photo release forms
7. Submits annual budget for review and approval by Board.
8. Represents the chapter in the Human Resources community.
9. Assists with Volunteer development by talking with members of the chapter about the benefits of volunteerism and encouraging members to be part of events, committees and/or board of directors. Meets and greets members to network with new and senior members to increase engagement. Works with other Directors to solicit volunteers for committees or events.
10. Contributes items for Board approval to be included in annual Chapter goals.
11. Attends and participates in Chapter Board meetings & monthly Chapter meetings.
12. Responds to request of the Chapter President as needed.

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Requirements

The Communications Director must be an HRP and SHRM member in good standing and elected annually by the Chapter membership.

Procedures

- Ensuring HRPCPA.org contains up-to-date information and posts.
 - Uploading documents and content to appropriate sections via content management tool.
- Manage Employment Connection Page
 - Approve postings as received.
 - Forward to committee member for posting
 - Communicate invoicing and fees to administrative support for billing
 - Monitor payment status
 - Remove expired posts
- Manage HR Pages
 - Prepare marketing pieces to solicit vendor participation in the advertisements.
 - Ensure proper completion of contracts prior to posting.
 - Monitor billing and payment cycles.
- Communicate timely and relevant messages to HRPCPA membership.
 - Utilize email blast tool and other social media to communicate targeted messages to membership.
- Create a monthly web statistics report for the Board Meeting.
 - Create a summary of the statistics for the Board members to review.
 - Also provide summary of the analysis of the statistics and trends relative to the website traffic.
- Provide Jerry with strategic report tracking.
- Respond to general questions from the membership regarding website.
 - Registration
 - Employment Connection
 - Updating Membership Information
 - Password/Log In instructions
 - HR Pages
- HRPgram oversight and coordination (in 2010).
- Monitor info@hrpcpa.org email account weekly (in 2010).
- Manage relationship with web vendor.
- Develop annual budget for communications.
- Research media related tools, trends to ensure up-to-date offerings and support for the membership.