

DIRECTOR OF COMMUNICATIONS

Position Summary:

Provide timely and comprehensive information to members of ILSHRM State Council about programs, workshops, and other matters of interest via State and Local publications and social media. Provide timely and comprehensive information and other matters of interest about the State Council to external resources. Create and maintain a favorable image of the State Council working for the professional development of its members by: (a) keeping members informed of State Council projects, activities and upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members.

Responsible To:

- The members of the State Council
- The State Director

Responsibilities:

- Work directly with the Conference Chair and Executive Director with respect to all state conference communications.
- Compiles, edits, designs, and sends the final copy of communications (such as emails, social media posts, website updates, etc.) to the State Director and Executive Director prior to sending out.
- Ensures that communications go out on time.
- Seeks out assistance from other ILSRHM Board members (or chapter members) to create a volunteer community that can assist during peak communication times (such as around the annual State Conference).
- Serves as the State Council social media manager and co-admin of social media accounts. Provides engaging text, image and video content for social media posts. Engages followers and responds to comments and messages in a timely manner.
- Designs and implements social media strategy to align with State Council goals.
- Ensures that ILSHRM website content is accurate and up-to-date, including the calendar portion where chapters can post events.
- Stays up-to-date with current technologies and trends in social media, design tools and applications.
- Attends and participates in all State Council board meetings.
- Participates in the development of short-term and long-term strategic planning for the State Council.
- Attends, participates in, and/or presides over meetings with all the Chapter Communications Directors, as applicable.
- Is the liaison between Chapter Communication Directors and the State Council.
- Represents the State Council in the Human Resources community.