



WEBMASTER & SOCIAL MEDIA DIRECTOR



Position Summary:

The Webmaster & Social Media Director is appointed by the Chapter President to maintain the Chapter website and keep PAHRA active on social media sites. He/she promotes awareness of the purpose and actions of the association through ongoing communication efforts and branding initiatives, using social media tools. He/she makes sure that HR professionals, both within and without of SHRM are fully informed of PAHRA resources and activities by using the PAHRA website and developing social media. He/she works closely with other board members to ensure that the board is portraying a consistent and professional image to its members and to the business community at large.

Responsible To:

The members of the chapter
The Chapter President

Responsibilities:

- Serve as a voting member of the board. Attends and participates in all meetings of the board.
- Maintain the prescotthra.org domain name registration.
- Develop and maintain the PAHRA website.
- Edit web pages, post PDF files, create new links, post SHRM and chapter information as needed to keep web site current.
- Respond to member questions and problems regarding web site.
- Test and monitor web site to ensure functionality.
- Communicate with chapter board of directors to make sure all information on the web site is current and accurate.
- Evaluate the social media landscape and decide what platforms will be good tools for the association.
- Works to understand and develop an effective strategy for use of media.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the board.
- Work to educate other board members about the use of media, both from a technical prospective and from a business approach.
- Understand SHRM's position on social media.
- Consult with other chapter representatives to compare best practices on use of new media, in various applications, and how they are used to promote their associations.
- Performs other related projects as agreed upon.
- Create, as needed, web-based response forms for surveys, etc.
- Attend all bi-monthly membership and board of directors meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all bi-monthly chapter meetings and Board of Directors meetings.

Requirements:

Must be a PAHRA member in good standing. Must be literate in web editing tools or willing and able to learn web editing. Must be familiar with social media, particularly Facebook and LinkedIn. This position requires an average of approximately 3 hours per month of volunteer time which includes bi-monthly Chapter and Board meetings.

Term: 1 year.

Resources Available: SHRM supplies the following resources for chapter webmasters

- SHRM Social Media Starter Kit
- SHRM Social Media as a Tool for Chapter Leaders Webinar
- SHRM Social Media Primer for Chapters
- SHRM “Rock Your Chapter”. A list of great tips for increasing engagement at the chapter level
- Chapter Best Practices
- Chapter Position Descriptions
- Chapter Website Toolkit
- SHRM-Approved Graphics for Chapters
- SHRM Graphics Standards Manual for Affiliates
- Fundamentals of Chapter Operations
- More materials available online at www.shrm.org/vlrc