



## ALASKA SHRM STATE COUNCIL Position Description

### Social Media Director

#### Function

Promotes awareness of the purpose and actions of the council through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR professionals, including both chapter and at-large members, are fully informed of council resources and activities by using existing and developing social media. Works closely with other council members to ensure that the council is portraying a consistent and professional image to its members and to the business community at large.

#### Responsible To

The State Council Director

#### Responsibilities

1. Serves as a voting member of the council. Attends and participates in all meetings of the council.
2. Evaluate the social media landscape and decide what platforms will be good tools for the state council.
3. Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how this impacts the roles of the council's Communication Director.
4. Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the council.
5. Work to educate other state council members and other local SHRM chapters about the use of new media, both from a technical prospective and from a business approach.
6. Develop and implement a strategy to use new media in promoting and presenting our state conference and other council events as needed.
7. Develop relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the state and local level.
8. Consult with other state council representatives to compare best practices on use of new media, in various applications, and how they are used to promote state councils, state conferences and chapters.
9. Work with the state conference chairperson to ensure a strong social media presence at the state conference.
10. Performs other related projects as agreed upon.

#### Requirements

1. Must be a SHRM member in good standing. HR Certification Institute certification (PHR, SPHR, GPHR) highly desirable.
2. Appointment is made by the state council director.
3. Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years. It is advisable that an individual serves in this position for a multiple year term.