



VP of Marketing Position Description

Summary:

- Promotes awareness of the purpose and actions of GPSHRM through ongoing communication efforts and branding initiatives.

Reports To/Direct Reports:

- Reports To: President
- Direct Reports: Marketing/Social Media Committee Chairperson

Term of Office:

- Elected by Greater Pensacola SHRM membership for a 1-year term beginning January 1st and ending December 31st.

Requirements:

- Must be a GPSHRM member in good standing for the entire term of office.
- Must meet the eligibility requirements of membership status as a national SHRM member.
- Must have personal access to social media platforms (e.g., Facebook and LinkedIn) by October 1st prior to taking office and for the entire term of office.

Responsible To:

- GPSHRM members
- GPSHRM President

Responsibilities:

- Generate, edit, publish and share content using various types of outreach (print, web, radio, social media, etc.); ensure consistent branding.
- Ensure GPSHRM events and activities are advertised on the chapter's social media sites, HR Florida website, and chamber websites and e-blasts; coordinate e-blast through SHRM for annual legal conference; send invitations for special events (e.g., area affiliate chapters invited to legal conference, etc.).
- Assist board of directors with their marketing needs; assist with content creation to ensure consistent branding.
- Publish quarterly newsletter with input from board of directors and committee members.
- Serve as the HR Florida Ambassador (see HR Florida State Council position description).
- Create social media campaigns to engage and grow followers.
- Attend and participate in all monthly membership and board of directors' meetings, if unable to attend, ensure tasks are completed by a backup member; provide programmatic updates to membership and board of directors at meetings.
- Recruit members to serve on assigned committees.
- Oversee the affairs and activities of assigned committees; ensure programmatic goals are met.

- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Participate in activities on behalf of the GPSHRM President and/or membership as requested; represent GPSHRM in the human resources community.
- Assist the President and President-Elect with all required SHRM and HR Florida reporting.
- Assist other officers in the performance of their responsibilities, upon request.
- Perform special projects as assigned by the president.