**Communications Director**

**Role:** NHRMA Communications Director (Volunteer)

**Overview:** The Communications Director oversees and manages digital communications. As an appointed NHRMA Board of Directors member, the director is responsible for providing timely and relevant information to (1) NHRMA members about professional development opportunities, job opportunities, and other matters of interest via website, social media, email, and other mediums, and (2) to the public.

This role is crucial in enhancing NHRMA’s online presence, engaging our community, and promoting our mission through various digital platforms.

**Responsibilities:**

* Serves as a voting member of the NHRMA Board and is expected to attend and participate in all meetings of the Board.
* Updates Board member information annually and as needed for accuracy.
* Participates in the strategic planning for the Board to support brand consistency.
* Develops an annual strategy and calendar for media communications.
* Monitors accounts (e.g., GoDaddy, BaseCamp, SHRM website, etc.)
* Maintains the NHRMA website by ensuring that information is current and relevant.
* Edits and posts blogs, website information, eBlasts, and other submissions for accuracy and accordance with NHRMA messaging; creates messages as needed.
* Lists professional development opportunities and provides links to registration.
* Maintains NHRMA’s Facebook page and LinkedIn accounts, making social media updates as necessary; utilizes X and other platforms to create awareness of NHRMA postings and blogs.
* Sends quarterly allotted SHRM E-Blasts.
* Provides communications updates at the Board of Directors meetings.
* Provide support, direction, and leadership to NHRMA directors, officers, and committees to support organizational goals and initiatives.
* Maintains a chronological log of changes to only materials and notes the source of the request.
* Represents NHRMA in the HR community.
* Assists with other projects as requested.

**Ideal Knowledge, Skills, and Abilities (KSAs):**

* **Digital Communication Skills:** Familiar with digital content creation, website management, and email marketing.
* **Writing and Editing:** Writing, editing, and proofreading skills; detail-oriented.
* **Technical Proficiency:** Familiar with content management systems (CMS), email marketing platforms and social media tools.
* **Strategic Thinking:** Ability to develop and implement effective communication strategies.
* **Analytical Skills:** Familiar with web and social media analytics tools to measure and improve performance.
* **Creativity:** Innovative thinking and the ability to generate engaging content.
* **Collaboration:** Strong interpersonal skills and the ability to work effectively with a team.
* **Time Management:** Ability to manage multiple projects and meet deadlines.

**Qualifications:**

* Must be a SHRM member in good standing residing and/or working in Alaska, Oregon, or Washington.
* Must be able to attend NHRMA board meetings and annual conferences and complete assigned activities in a timely fashion.
* SHRM certification preferred. Other HR-related certifications accepted.
* Must be able to serve a one-year term beginning January 1st for a maximum of three years.
* Experience in digital communications, marketing, or a related field.
* Previous experience in a volunteer or non-profit organization is a plus.
* Passion for human resources and the mission of the organization.

**Time Required:**

* Requires some weekly attention to web platforms; some updating requests are urgent. Most items may be completed in 2 -4 hours on a weekend or evening. The typical time per month is 1.5 hours; however, more time may be occasionally necessary prior to board meetings, conferences, or special project deadlines .

--Edited with the AI assistance (copilot). Updated 12/16/24.