

# **Job Description: Marketing and Communications Committee Co-Chair**

Partner with the Co-Chair of LWHRA Marketing and Communications Committee to develop and manage LWHRA's marketing and communications strategic plan which includes building awareness about HR events, disseminating information about updates in the HR field and collaborating with key stakeholders within LWHRA to promote their Committee work.

The Co-Chair will provide expertise to MarCom Committee members and SBI (the local office) to make marketing and communication decisions that will benefit the Chapter and HR community.

The Co-Chair will have a strategic focus with respect to marketing content through communication channels that include the newsletter and LWHRA website. This work will involve partnering with the MarCom Co-Chair, Editor and Scheduling Manager and internal stakeholders. The Co-Chair will also partner with the LWHRA Symposium team for strategic planning regarding the annual Symposium marketing.

## **Key roles and responsibilities**

- Work closely with MarCom Co-Chair to create a plan outlining responsibility area and in decision-making regarding the future goals of MarCom
- Facilitate Editor and Scheduling Manager in developing the Editorial Calendar
- Facilitate the Editor and Scheduling Manager for timely submission of the weekly LWHRA newsletter to SBI (local office)
- Ensure Committee members have the information and support to do their jobs
- Create and foster relationships with different LWHRA Committee Chairs
- Determine the communication needs of LWHRA Committee Chairs and support their communications needs
- Report to the Board Liaison
- Work closely with the SBI (local office) in resolving any queries
- Work closely with the Symposium marketing team and partner with strategic planning for Symposium marketing
- Forward marketing requests to the Committee members, newsletter and Symposium eblast submission process and social media communication
- Work with Co-Chair to set up meetings (call or in person) with the MarCom Committee members
- Other roles and responsibilities based upon need

## **Skills and abilities needed to succeed as a Co-Chair Marketing & Communications**

- Good communications and collaborative skills for working seamlessly with the Co-Chair, Committee members, and other stakeholders
- Exceptional organizational skills
- Strong team-builder and team member
- Leadership skills

- Demonstrated interest in the non-profit/social responsibility sector
- Excellent written and verbal communication skills
- Comfortable working in a fluid environment and taking initiative
- Visionary: future orientation

### **Estimated time commitment and meeting format**

Approximately 5-10 hours a month for at least one year. There is a lot of flexibility in how you can complete these hours and most of the tasks are remote. Our Committee likes to meet once a month remotely and quarterly in-person--we will work with your schedule.

### **Volunteer benefits**

- Develop program coordination skills which you can apply to your work
- Become visible in the HR community by becoming the go-to member for communication assistance
- Assist other HR professionals in communicating their messages to the rest of the HR community
- Contribute to the knowledge needs of the HR Community and stay updated with the latest HR news
- Get a chance to develop your leadership skills and grow within the Chapter

### **About LWHRA**

LWHRA is a "Super-Mega Chapter" of the Society for Human Resource Management (SHRM). The Lake Washington Human Resource Association (LWHRA) is dedicated to the development and enrichment of HR Professionals in the Puget Sound. We seek to connect, educate, and grow our community locally and at large.

### **How to Apply**

Interested candidates, please sign up through LWHRA volunteer interest form. If you have any questions, please email to Laura Lohiniva-Hart, Co-Chair, MarCom [l.hart@outlook.com](mailto:l.hart@outlook.com).