

SHRM Olympia Chapter

Position Description: Social Media Director/Champion

Reports To

Chapter President

Estimated Monthly Commitment

8–12 hours/month

Voting Status

Voting Member

Position Modality

Primarily in-person engagement is encouraged, with flexibility for hybrid participation depending on the nature of each event, meeting, or operational need.

Position Purpose

The Social Media Director/Champion is responsible for managing the Chapter's online presence, promoting events, sharing educational content, and building a vibrant digital community. This role curates timely posts, increases engagement, and ensures consistent, inclusive messaging that reflects SHRM Olympia's mission and values.

Core Responsibilities

Social Media Management:

- Create, schedule, and publish content across platforms (LinkedIn, Facebook, X, Instagram, etc.)
- Coordinate with Programs, Membership and Marketing to post flyers, reminders, and event follow-ups
- Maintain a social media content calendar

Engagement & Growth:

- Monitor engagement and respond to comments or messages from all Social Media platforms in a timely manner
- Promote national SHRM initiatives and industry news relevant to members
- Track follower growth, social media post performance, and content reach

Brand & Coordination:

- Align all posts with SHRM Olympia's voice and branding
- Use accessible, inclusive language and images in all content
- Collaborate with Tech and Marketing teams for cross-platform consistency

Position Informational Resources:

- Attend virtual SHRM (position related) updates and/or webinars/meetings when available through the year (see VLRC for yearly schedules)
 - Coordinate with the WA State SHRM Council and/or other WA SHRM Chapter (position related)
- Directors

Annual Goals

- Publish 1-3 posts per week across key platforms
- Increase follower count and engagement year over year
- Highlight members, programs, and partnerships at least once a quarter
- Create and maintain a master folder of reusable social media templates and graphics

Deliverables & Timelines

January:

- Launch New Year campaign or message
- Review/update templates and scheduling tools

Monthly:

- Post flyers, event reminders, and HR news
- Track content reach and top-performing posts

October:

- Begin drafting content for year-end wrap-up and annual meeting

Year-Round:

- Maintain digital presence and coordinate engagement campaigns
- Assist with special campaigns (e.g., I&D month, Mental Health Awareness, etc.)

Required Skills & Qualifications

This role requires creativity, consistency, and a strategic mindset around content.

Key qualifications include:

- Familiarity with social platforms and scheduling tools (e.g., Canva, PowerPoint, etc.)
- Strong communication skills and understanding of brand tone
- Eye for visuals and accessible, inclusive content
- Organized and able to manage a posting calendar
- SHRM National member in good standing for the duration of the term

Term Length & Succession

- Serves a 1-year renewable term (maximum of 5 consecutive terms unless extended by Board approval)
- Supports onboarding of successor if applicable

Collaboration & Liaison Areas

- Works closely with the Marketing, Tech, Programs, and Membership teams
- Collaborates with SHRM WA and other local chapters on shared social initiatives

Perks of Serving

- \$300 annual professional development reimbursement
- Invitation to the annual Board Holiday Gathering, with the full meal expense covered by the Chapter
- Build your portfolio with hands-on social media experience
- Connect directly with HR professionals and SHRM members across the region

This Role Supports SHRM Olympia's Mission By

Using digital platforms to amplify voices, build connection, and make valuable information accessible to the entire HR community.