



Communications & Marketing Committee

Purpose:

To facilitate all communication and marketing efforts related to keeping Association members informed about activities and events planned and carried out by the Board of Directors and committees. To promote and celebrate the HR Profession, industry events, legal updates and LSHRM activities to our members and the public.

Goals & Objectives:

- With the support of the Administrative Coordinator, edit and produce Monthly Newsletter. This involves working with "volunteer" writers, newsletter designer, website providers and the association's administrator to assure that the newsletter is created and distributed efficiently.
- Assure that www.LancasterSHRM.org remains a viable and outstanding source of timely information, organization initiatives, with a current and vibrant job board.
- Developing working relationships with print & broadcast media to promote and enhance the HR profession and increase overall exposure of LSHRM.
- Assist committees with communicating through appropriate media.
- Maintain, build and encourage a social media presence for our members and the community.
- Stay current with technological trends and means of distribution.
- Oversee and administer the Chapter's sponsorship program by soliciting sponsors and marketing the organization.

