

# Role description - regional director, social media and PR

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The Social Media and PR Regional Director supports all regional marketing and communication needs through the use of social media platforms as well as media relations strategy and implementation. Reports to the regional Marketing and Communications department President.

## Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning, and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in department, chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee promptly.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to department President.

## Social Media and PR responsibilities

- Leverages social media to raise awareness and interest in HBA in the region and to promote local and regional events.
- In alignment with HBA Central's social media strategy, this committee defines and implements the social media strategy for the region and works with chapters on tactical implementation.
- Ensures at least one committee member participates in the global Digital Innovators council
- Acts as Social Media subject matter expert in support of chapter social media efforts; may offer volunteer training to raise social media expertise among volunteers.
- Ensures all local social media activity is in compliance with HBA's brand and social media policies
- Actively engages in social media dialogue.
- Works with Central to track social media metrics and impact.
- Works with HBA Central on media strategy, opportunity and innovations.
- Working with HBA Central, defines and implements media relations strategy for the region.
- Implements media strategy around signature events and conferences within the region.

## Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team, and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
  - 2 hrs per month in Board or department leader meetings: sharing and coordinating plans and progress; longer-term planning and budgeting
  - 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices
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