



Science tells us that people who volunteer regularly are generally happier people. Here's an opportunity for you to take advantage of that happiness!

LWHRA is searching for a volunteer Marketing & Communications Committee Chairperson. We are one of the seven largest SHRM chapters in the USA and there is a lot of opportunity for you to create and maintain our marketing strategy. You'll have the chance to put your specific stamp on the LWHRA chapter – creating & streamlining our outward image. You'll also have the chance to develop your leadership skills by developing the Marketing & Communications Committee & other strategic partnerships.

If you're looking for an opportunity to grow your strategic thinking skills, this could be a great opportunity for you. No specific subject-matter expertise is required, you'll learn everything you need to know! If you have a passion for marketing, even better – you'll be able to immediately apply that to make a huge impact!

This role drives member engagement with the mission of LWHRA through our communication & marketing strategy. Here are some examples of how this committee connects to our mission:

**Connect:**

- Weekly Newsletter
- Blog Content
- Social Media posts
- Support LWHRA branding & help others understand why they should participate

**Grow:**

- Create & implement a marketing strategy to drive the overall chapter
- Drive growth of the chapter through capturing dormant members
- Member engagement
- Partner with internal connections to assist in all aspects of the Chapter marketing & communication efforts

**Serve:**

- Create and maintain a marketing/communication calendar
- Explore 3<sup>rd</sup> party relationships to help support the mission of our MarCom chapter
- Craft & implement a plan for engaging membership

**Why Volunteer for LWHRA:**

- Your personal network will grow
- You'll have the opportunity to develop your leadership skills, which can have a positive impact on your career
- You'll have the opportunity to put your personal stamp on the chapter

**If you're interested in learning more, please reach out to Morgan Mason to talk more specifically.**

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