



Seattle SHRM Director of Career Center
Volunteer Role

Position Summary:

The Career Center Director leads the growth, visibility, and financial success of the Seattle SHRM Career Center and job board. This role is responsible for increasing engagement from both employers and job seekers, optimizing partnerships with vendors, and developing strategies that expand the Chapter's non-dues revenue.

The Director oversees marketing, operations, and continuous improvement of the Career Center to ensure it remains a trusted, high-value resource for the HR community while serving as a meaningful revenue stream for the Chapter.

Responsible To:

- The members of the chapter
- The chapter president

Responsibilities:

- **Revenue Growth & Strategy**
 - Develop and implement strategies to grow revenue from the job board and related career services.
 - Identify and evaluate new business opportunities such as premium postings, advertising packages, sponsorships, or featured employer listings.
 - Collaborate with the Treasurer and Sponsorship Director to align Career Center revenue goals with the Chapter's annual budget and strategic plan.
 - Track and report on financial performance, conversion rates, and growth metrics, providing quarterly updates to the Board.
 - Manage job posting pricing, discount codes, and promotional packages to ensure competitiveness and profitability.
 - Run monthly reports on job posting performance and related income, analyzing trends and providing recommendations for growth.
- **Marketing & Engagement**
 - Partner with the Communications team to increase visibility of the Career Center through newsletters, events, and social media.

- Review and approve YM Careers monthly email blasts to ensure consistency with Seattle SHRM's brand and messaging.
- Create promotional campaigns targeting both employers (for job postings) and members/job seekers (for visibility and engagement).
- **Operations & Vendor Management**
 - Oversee day-to-day operations of the job board, including postings, renewals, and customer inquiries.
 - Serve as the primary liaison with the job board vendor, addressing system functionality, contracts, and enhancements.
 - Correspond with YM Careers support as needed to resolve system issues, review analytics, and explore enhancements.
 - Ensure postings are accurate, current, and aligned with SHRM's professional standards and community values.
- **Board & Chapter Collaboration**
 - Coordinate with other Board members to ensure integration of the Career Center with Chapter programs, professional development offerings, and sponsorship opportunities.
 - Participate in Chapter strategic planning sessions to contribute ideas for revenue diversification and member value.
 - Represent the Chapter in the HR and business community as an ambassador for Seattle SHRM's career resources.

Resources Available

Seattle SHRM and National SHRM provide the following resources:

- Chapter Position Descriptions
- Fundamentals of Chapter Operations
- SHRM Volunteer Leader Resource Center (www.shrm.org/vlrc)
- Chapter Best Practices and Revenue Generation Resources

Position Impact

This is a strategic, revenue-generating role critical to Seattle SHRM's sustainability. The Career Center Director drives both financial results and community engagement by ensuring that Seattle SHRM's Career Center remains a valuable, high-performing platform connecting employers and HR professionals across the region.

Available online at www.shrm.org/vlrc