

## EXECUTIVE DIRECTOR

### POSITION RESPONSIBILITIES

**Basic Functions:** Responsible to the Dallas Human Resource Management Association, Inc. (DHRMA) Board of Trustees (Board) for the effective conduct of the operating affairs of the Corporation. Participates in the formulation of the corporate mission, goals, objectives and related policies. Is responsible for the implementation of Board policy and strategic initiatives. Within that framework, plans, organizes, coordinates, and directs the administrative staff, programs, and activities of the corporation as delegated by the Board.

#### **Essential Position Responsibilities:**

Within the limits of the charter, by-laws of DHRMA and policies established by the Board, the Executive Director, with appropriate delegations:

- Maintains effective internal and external public relations and community relations displaying excellent customer service skills.
- Works closely with the staff, and volunteer leadership to ensure the fiscal health of the corporation
- Negotiates contracts on behalf of the Corporation related to the successful operation of the business (i.e. office lease, office equipment, website hosting and maintenance, contract labor, etc.). May also be called upon to assist in negotiating contracts on behalf of Dallas HR and HR Southwest (i.e. monthly meeting contracts, vendor contracts, etc.).
- Recommends the organization structure for the office functions and the related administrative staffing structure pending Board approval.
- Recruits, hires, trains, and manages DHRMA staff and administers an effective human resources program that includes position descriptions, performance standards, performance appraisals, and a compensation system
- Researches, recommends to the Executive Committee (EC) and maintains appropriate files on all insurance policies, employee benefit plan documents, and all other important documents of the Corporation
- Serves as Corporate Secretary on the Board of Trustees (BOT) and maintains all board records and ensures their accuracy and safety, provides notice of meetings of the Board and/or committee when such notice is required, and ensures the by-laws established for DHRMA are being followed
- Plans and coordinates meetings of the EC
- Serves as spokesperson for the Corporation when appropriate and delegated by the Board or the EC.
- Ensures compliance of the Corporation regarding the Articles of Incorporation, SHRM By-Laws, DHRMA By-Laws, Sales Tax Certificate, Certificate of Insurance, etc.
- Ensures that all Corporation publications are addressing the needs of the Corporation's constituents
- Conducts research projects per Division Boards or EC directives and informs same and constituents as appropriate.
- Coordinates annual election of officers
- Publishes a financial statement for the membership
- Conducts a fiscal year-end audit (either by members or outside firm)
- Maintains effective communications with SHRM and remains abreast of all matters concerning our national organization as they pertain to DHRMA, Inc., making policy and activity recommendations to the BOT or EC as appropriate.
- Approves all press releases regarding Dallas HR news or accomplishments
- Serves as a liaison between DHRMA, Inc. and other organizations
- Distributes payroll checks/payroll reports to appropriate parties
- Assists leadership and committees of Dallas HR and HR Southwest as needed.

**Reports To:** Board of Trustees for Dallas Human Resource Management Association, Inc.

## DIRECTOR OF EDUCATION

### POSITION DESCRIPTION

**Basic Functions:** Develops, implements, manages and markets HR educational opportunities to provide the HR professional with relevant and timely knowledge. Contributes ideas and input to enhance the successful operation of DHRMA, Inc.

#### **Essential Position Responsibilities:**

- Serve as an expert resource to all volunteer committees in identifying HR education topics and speakers that align with volunteer initiatives.
- Manage speaker selection process to include researching potential speakers, responding to speaker inquiries, evaluating speaker proposals, conducting reference checks and coordinating with volunteer committees to determine best fit for Dallas HR educational programs.
- Works with HRSW Educational Sessions committee to select annual Conference speakers.
- Research and develop recommended programming for HRSW pre-conference workshops and coordinate with Marketing Services and Conference Director for approval and implementation.
- Research and develop new Dallas HR educational programs and lead continual improvement efforts for existing programs. Manage the development of course content and instructional strategies.
- Ensure that Dallas HR educational programs are providing value to our members through analysis of member surveys, attendee evaluations, feedback, trends, demographics, etc.
- Assist in the coordination of study group programs and serve as a facilitator, as needed
- Provide final approval for all Dallas HR educational programs.
- Oversee scheduling of HR educational programs. Maintain and distribute programs calendar.
- Produces monthly Dallas HR electronic newsletter and quarterly printed newsletter
- Serve as liaison to Texas State Council for communications and updates for “HR Matters” magazine
- Manage speaker database to serve as resource to committees in planning DHRMA, Inc. educational programs.
- Coordinate Dallas HR speaker specifications (audio/visual needs, stage setup, etc.) for program delivery. Approve presentation content and handouts in advance.
- Apply for and track all HRCI requests for recertification credit.
- Promote professional certification through SHRM and chapter programs
- Develop marketing information related to Dallas HR programs and work with staff to communicate programs to the community.
- Work with Business Development & Exhibits Director to identify and secure sponsors for Dallas HR educational programs.
- Develop revenue and expense projections and ensure accuracy of financial reporting related to Dallas HR educational programs.
- Serve on the Dallas HR Board of Directors and HRSW Board of Directors.
- Attend Executive Committee and Board of Trustee meetings as deemed appropriate and/or as requested.
- Support DHRMA, Inc. staff as needed.

**Reports To:** Executive Director with dotted line responsibility to Dallas HR President

## BUSINESS DEVELOPMENT and EXHIBITS DIRECTOR

### POSITION DESCRIPTION

**Basic Functions:** Responsible for sales and marketing of DHRMA, Inc. services to ensure the organization's business development goals are achieved. Develops marketing strategies to identify new sources of prospective sponsors, exhibitors and advertisers. Contributes ideas and input to enhance the successful operation of DHRMA, Inc.

#### Essential Position Responsibilities:

##### Budget

- Develops Conference Exhibits and assigned committee budgets
- Achieves annual revenue goals established for this position
- Ensures accuracy of financial reporting related to exhibitor/sponsor/advertising sales

##### Contracts

- Researches, negotiates and administers key contracts with show decorator, conference facility, food vendors, AV company and other Conference vendors.
- In conjunction with Conference Services and Marketing Director, negotiates and administers contracts for Registration/Lead Retrieval Systems.

##### Business Development & Sales

- Develops annual business development plan for HR Southwest and Dallas HR in conjunction with budget
- Manages and evaluates effectiveness of business development initiatives. Identifies trends and develops appropriate action plans.
- Identifies sales opportunities for sponsorships or trades
- Negotiates Conference media sponsorships. Promotes advertising opportunities in Conference tabloid special issues to exhibitors and sponsors.
- Creates exhibitor newsletter(s)
- Oversees development, printing, and mailing of Conference exhibitor prospectus, directory and on-site addendum. Develops sponsorship/exhibitor content for website.
- Develops, prints, and distributes marketing prospectus for DHRMA, Inc.
- Maintains and ensures integrity of sponsor/exhibitor marketing database
- Sells HR Southwest exhibit hall space, sponsorship packages and hospitality suites.
- Sells Dallas HR marketing opportunities including advertising and sponsorships for Dallas HR monthly meetings, annual Diversity Conference, and other DHRMA, Inc. programs.

##### Conference Planning & Preparation

- Provides input in development of the annual Conference theme, selection of Keynote and Educational Session speakers
- Designs layout of Exhibit Hall. Provides input to Conference Services and Marketing Director and appropriate Directors on layout of Registration area, Welcome Center and Bookstore.
- Maintains and updates ExpoCad Technology used by exhibitors and sponsors
- Obtains sponsor logos/distributes to appropriate vendors and Directors for inclusion in promotional materials, signage, etc.
- Works with appropriate staff and Directors to develop conference specs for conference facility, show decorator, AV company, food vendor(s), and other vendors.
- Works with Conference Director-Elect to design post-Conference exhibitor/sponsor survey. Provides input on design of attendee survey.

##### Volunteer Liaison & Support

- Provides guidance and support to assigned Committee Directors throughout the year. Assists Directors and Committee members to ensure successful execution of committee goals and tasks.
- Arranges and conducts joint meetings with all vendors and appropriate directors throughout the year
- Provides guidance to Special Events committee in determining appropriate selections for Grand Prize.

#### On-site

- Manages accounts receivable process for exhibitors and sponsors. Prepares outstanding invoices for on-site distribution
- Ensures PC/printing equipment, phone and data lines are provided as needed for Exhibit Hall, Cyber Café/Business Center, Exhibitor Registration and Boardroom.
- Oversees set up of Exhibit Hall
- Manages the exhibitor/sponsor experience on site to ensure problem resolution and customer satisfaction.
- Arranges shipment of Conference materials and equipment to and from conference facility

#### Post-Conference

- Manages accounts receivable process including review of related invoices for accuracy
- Ensures delivery of thank you letter (and gift, where appropriate) to exhibitors and sponsors
- Distributes Conference attendee list to exhibitors and sponsors
- Coordinates with transfer company for returns to book publishers, shipment of items back to DHRMA, Inc. office.

#### General

- Serves on HR Southwest and Dallas HR Boards
- Attends DHR monthly meetings and assists with registration
- Supports DHRMA, Inc. staff as needed.
- Attends Executive Committee and Board of Trustee meetings as deemed appropriate and/or as requested

**Reports To:** Executive Director with a dotted line reporting relationship to HR Southwest Conference Director

## CONFERENCE SERVICES and MARKETING DIRECTOR

### POSITION DESCRIPTION

**Basic Functions:** Manages the registration process and attendee experience before, during, and after the HR Southwest Conference ensuring attendee satisfaction. Develops marketing strategies to identify new sources of prospective attendees. Contributes ideas and input to enhance the successful operation of DHRMA, Inc.

#### **Essential Position Responsibilities:**

##### Budget

- Develops Registration and Marketing budget and assigned committee budgets.
- Compiles overall Conference budget for EC and Board approval.
- Achieves annual revenue goals established for this position
- Ensures accuracy of HRSW financial reporting

##### Contracts

- Negotiates and administers key contracts with advertising agency, mail house, speakers' bureau, hotels, website company, and other Conference vendors.
- In conjunction with Business Development and Exhibits Director, negotiates and administers Registration Systems/Lead Retrieval Systems contract

##### Marketing

- Develops annual Conference attendee marketing plan in conjunction with budget
- Manages and evaluates effectiveness of attendee marketing efforts. Identifies trends and develops appropriate action plans.
- Maintains and ensures integrity of attendee marketing database (in conjunction with MRTM)
- Creates one printed edition of Conference marketing newsletters and multiple email newsletters
- Determines timeline for promotional articles to appear in Dallas HR newsletter
- Advises Media/Publications Director in development of onsite Conference newspapers and advertisements

##### Conference Planning & Preparation

- Develops Conference schedule in consultation with Conference Director and Business Development and Exhibits Director.
- Serves as Conference contact with the FWCVB, reserving FWCC annually.
- Provides input in development of the annual Conference theme, selection of Keynote and Educational Session speakers
- In cooperation with Business Development and Exhibits Director and appropriate Directors, designs layout of Registration area, Welcome Center and Bookstore
- Orders Conference badge holders and attendee registration bags; coordinates printing of sponsor logo(s) on these items
- Works with Conference Director-Elect and appropriate Directors to design post-Conference attendee and Educational Sessions surveys
- Develops final confirmation informational packet for attendees
- Works with Registration Systems vendor and Registration Director to develop on-site registration procedures (invoices, balance due, etc.)

##### Keynote Speakers

- Researches pricing and availability of Keynote speakers
- Coordinates all AV, food & beverage, transportation and security needs for Keynote speakers
- Schedules photo ops & book signings (if applicable)
- Obtains speaker bios, presentation outlines and camera ready photos for promotional purposes
- Coordinates development of keynote video introductions with Production Company

##### Accommodations

- Arranges hotel accommodations and parking for volunteers, speakers, students, Educator of the Year, sponsors, AVHQ, photographer, VIPs, and keynote speakers.
- Coordinates assignment of Hospitality Suites with hotel personnel
- Monitors hotel reservations. Reviews headquarter hotel rooming list for accuracy.

- Obtains promotional airfares and airport shuttle discount coupons for attendees/exhibitors

#### Volunteer Liaison & Support

- Coordinates assignments of volunteers to committees to ensure appropriate utilization of volunteer resources. Solicits feedback on volunteer performance from outgoing Directors to assist in selection of future committees and leaders
- Provides guidance and support to assigned Committee Directors throughout the year. Assists directors and committee members to ensure successful execution of committee goals and tasks.
- Arranges and conducts joint meetings with all vendors and appropriate directors throughout the year
- Monitors and reports progress and needs of assigned Committees
- Distribute Conference uniforms to volunteers

#### Publications & Website

- Ensures timely and effective promotion of Conference through print and electronic publications
- Oversees development and production of print materials in coordination with appropriate staff and volunteers
- Arranges volunteer video shoot. Works closely with Production Company in development of Conference videos (volunteers, happy faces, keynote introductions)
- Responds to email requests/comments related to the attendee experience

#### On-site

- Ensures PC/printing equipment, phone and data lines are provided as needed for Registration Area, Bookstore, Speakers prep room and Educational Session rooms
- Resolves registration conflicts on-site
- Manages accounts receivable process for Conference attendees

#### General

- Represents HR Southwest on the Texas State Council
- Serves on HR Southwest Board and Dallas HR Board
- Attends DHR monthly meetings and assists with registration
- Supports DHRMA, Inc. staff as needed.
- Attends Executive Committee and Board of Trustee meetings as deemed appropriate and/or as requested.

**Reports To:** Executive Director with a dotted line reporting relationship to Conference Director

## MEMBER RELATIONS AND TECHNOLOGY MANAGER

### POSITION DESCRIPTION

**Basic Functions:** Develops, implements and maintains effective programs to support member development, retention and services. Manages the Corporation's technology resources to support organizational objectives. Contributes ideas and input to enhance the successful operation of DHRMA, Inc.

#### Essential Position Responsibilities:

##### Member Relations & Marketing

- Develops marketing strategies and materials to promote benefits of DHR membership
- Works with Member Engagement Committees to develop and deliver effective membership initiatives
- Evaluates and approves all membership applications. Ensures applications are processed in a timely manner
- Prints, mails and tracks monthly dues renewal statements
- Coordinate mailing of all new member packets and contents
- Maintains effective communications with SHRM related to processing of dual DHR/SHRM membership applications
- Identifies at-large members and creates marketing packages for quarterly distribution
- Produces reports to evaluate trends in membership, member engagement and other member focused areas; develops appropriate action plans.
- Works with Member Engagement Committees to develop and conduct bi-annual member survey. Works with other committees to develop member ad hoc surveys, as appropriate and approved by the Executive Director.
- Serves as resource for Dallas HR members, ensuring timely response to phone calls and email requests
- Identifies and recommends potential programs and/or alliances that will benefit DHRMA, Inc.

##### Technology Management

- Serves as resident expert on iMIS database and associated software applications
- Troubleshoots technical problems and works with vendor to correct
- Creates customized reporting and databases to support DHR & HRSW objectives
- Defines database standards and ensures staff compliance. Monitors database integrity to ensure information is current and accurate.
- Identifies organizational technology needs and recommends solutions
- Negotiates and administers contracts with database and website vendors
- Ensures website integrity. Provides content to website maintenance vendor(s) and ensures timely upload of announcements/content changes.
- Responsible for maintaining relationship with iMIS (database) vendor

##### General

- Serves on the Dallas HR Board of Directors
- Supports DHRMA, Inc. staff as needed
- Attends Executive Committee and Board of Trustee meetings as deemed appropriate and/or as requested.

**Reports To:** Executive Director with dotted line responsibility to Dallas HR President

## ADMINISTRATIVE ASSISTANT

### POSITION DESCRIPTION

**Basic Functions:** Supports the organization's staff and volunteers with administrative responsibilities including database maintenance, office operations, registrations processing and other duties as listed below.

**Essential Position Responsibilities:**

- Maintains updated database information
- Assists in the timely upload of announcements to the websites
- Prepares email communications to members
- Follows-up on checks received without proper back-up documentation
- Assists with the assembly and mailing of new member packets on a timely basis
- Invoices all accounts receivables and tracks
- Processes all DHR event registrations timely and accurately
- Prepares paperwork and supplies to be taken onsite
- Runs badges and invoices/receipts for events
- Processes HRSW conference registrations timely and accurately
- Inputs HRSW exhibitor badge personnel into database
- Coordinate site selection for educational programs and all off-site meetings
- Manage onsite delivery of learning programs and related duties
- Attends events and assists with registration
- Assists members with log-in information and other requests
- Respond to members' phone and e-mail questions about Dallas HR and SHRM services
- Sends email blasts to members
- Works with SHRM Foundation Chair to coordinate annual silent auction
- Assists in the preparation of promotional flyers
- Maintains updated flyers and promotional items in office lobbies
- Maintains check-out system for study materials, books, etc.
- Maintains conference room calendars and organizational event calendar
- Maintains telephone system – updates messages, answer “operator” calls, troubleshoots
- Sorts, date stamps and distributes incoming mail daily
- Stamps outgoing mail and delivers to mailbox timely
- Orders office and kitchen supplies
- Maintains office equipment (adding paper and toner as needed)
- Contributes ideas and input to enhance the successful operation of DHRMA, Inc.
- Oversees the meal planning as required for the BOT, Executive Committee, Dallas HR and HR Southwest Board meetings
- Serves as resource for Dallas HR members, ensuring timely response to phone calls and email requests
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**Reports To:** Executive Director