

THREE LAKES AREA CHAMBER OF COMMERCE & WELCOME CENTER, INC.

EXECUTIVE DIRECTOR

JOB DESCRIPTION

The Executive Director of the Three Lakes Area Chamber of Commerce & Welcome Center is charged with setting the benchmark of a model organization for area businesses. The Executive Director must provide positive leadership for the organization and community and a high level of customer service to the membership and visitors. The goal is to create a progressive business climate with a focus on continuous improvement. Inherent in the Director's responsibilities is to take whatever reasonable action is necessary for the improvement of the Three Lakes Area Chamber of Commerce and Welcome Center, the Three Lakes area and the economic and social betterment of all persons and businesses in the Three Lakes area.

This position reports directly to the Three Lakes Area Chamber & Welcome Center, INC. (Three Lakes Chamber) Board of Directors.

Responsibilities

General:

- Responsible for the day-to-day management of all Chamber functions and for carrying out policies and duties established by the Board of Directors
- Assure the development and successful implementation of the Three Lakes Chamber multiyear strategic plan
- Assure effective and profitable operation for the Three Lakes Chamber through optimum use of human resources, financial resources, equipment, technology, and processes in order to fulfill the goals of the organization
- Assure the human resources are managed in order to create a positive and productive work environment that meets all legal requirements
- Lead in identifying and securing revenue generation opportunities that provide benefits to the members
- Lead in other key initiatives as needed by the organization

Administrative:

- Prepare the annual budget for the Three Lakes Chamber and present to the Board of Directors. Prepare budget for the Town of Three Lakes in accordance to their budget cycle and requirements
- Maintain organized records of all vital business operations
- Coordinate and attend all board meetings as well as any committee or task force meetings as requested
- Assist the Board in the selection and coordination of all committees and selections as designated in Chamber By-Laws
- Ensure building, grounds, and work areas are maintained and kept in a clean and orderly condition

Supervision

- Supervise Chamber and Welcome center personnel, including assignment of overall work responsibilities. Insure the hiring, continuing education and direction of the staff to maintain effective and efficient operation.
- Organize, manage and motivate the community volunteer base as it relates to Chamber functions
- Ensure that Chamber office is staffed during all business hours

Public Relations & Communications

- Ensure effective communication with the Board of Directors, members, all outside stakeholders and internal staff
- Act as the primary spokesperson for the organization
- Act as main source of communication between Town Board and Chamber Board
- Provide written monthly reports to the Board of Directors along with recommendations as needed

Member Relations:

- Develop and supervise an effective program of membership development, retention and membership services
- Develop and maintain an effective communications program responsive to the needs of the membership
- Engage in direct member contact
- Recruitment of new members
- Coordinate Director/Board/Chair development
- Develop and conduct education programs to advance the professional, technical, and managerial skills of the membership

Advertising

- Develop an annual marketing plan using available funds allocated to the chamber by the membership, Town of Three Lakes and Room Tax as well as any other funds available to present to the Board of Directors
- Develop and grow the social media footprint of the Chamber to include Facebook, Instagram, YouTube and Twitter
- Ensure timely updates are made to the website and social media following recommended strategies or best practices
- Promote Three Lakes and Three Lakes Events in local and regional markets to drive visitors and overnight stays
- Develop and maintain a database of interested visitors email addresses as well as regular mailings to promote Three Lakes, Chamber, and Members

Events:

- Develop a schedule of events that will promote Three Lakes and Chamber Members
- Prepare and submit to the Treasurer a budget for every event that includes estimated event costs including payroll, advertising costs, and expected revenue
- For new events prepare detailed budget, needs, equipment purchases and three year outlook for growth.
- Ensure that all Chamber sponsored events are setup to generate revenue for the Chamber
- Promote and assist Three Lakes Events from members and non-members when applicable, to generate more visitors and/or overnight stays.

Miscellaneous:

- Attend Town Board meetings as needed
- Attend local events to promote the Town and the Chamber
- Be an ambassador for our town to businesses and visitors
- Oversee any contracted services or vendors to ensure quality of work product
- Willing to obtain additional training and education as needed to fulfill position requirements.

Education/Skills/Experience:

- College Degree or similar work experience
- Previous management and sales experience, possess general knowledge of business practices, operations and needs

- Familiarity with the unique challenges of running a nonprofit; someone who understands the dynamics of a chamber of commerce or similar membership organization and who is genuinely interested in working effectively within that realm.
- Passion for the Three Lakes area
- Ability to lead the development and implementation of a long-term vision that enhances the Chamber's value proposition and relevance to current and future members.
- Motivational leader who can attract, retain, develop, and empower staff and volunteers.
- Proficient knowledge of computer systems, specifically in MS Office products
- Knowledge of desktop publishing, word-press, and social medial platforms a plus but not required
- Outstanding public speaking and presentation skills
- Outstanding time management skills
- Ability to communicate – verbal, non-verbal and listing skills with volunteers, members, peers, co-workers, and community
- Supervisory skills – ability to plan, organize and delegate
- Some lifting (35lbs) and carrying
- Must have and retain a valid driver's license