

## **JOB DESCRIPTION**

POSITION: Chamber Executive Director  
CLASSIFICATION: Full Time, Exempt  
REPORTS TO: CEO of TraverseCONNECT and Chamber Board of Directors  
SUPERVISES: Programs & Events Coordinator and Writer & Communications Coordinator June 2018

### **JOB DESCRIPTION**

#### **Essential Functions:**

- (1.) Accountable to the CEO of the Chamber's managing enterprise, TraverseCONNECT and responsible to the Chamber's board of directors for a full range of activities – oversight of all program and service work; communications strategies of membership and making sure its members' needs are met; training and supervision of assigned staff; interpretation of policies and procedures; and strategy of long-range planning in the context established by TraverseCONNECT. Responsible for maintaining a respectable reputation that aligns with the values of the Chamber.
- (2.) The Executive Director is a revenue producing position. They will build and maintain relationships with the Enterprise's high-level investors, recruit new investors to this level, and/or up-sell current investors to a higher level. They will serve as the primary point of contact for all investors ensuring they are aware of and engaging in the products and services available to them to help grow their business. Establishing a rapport with these investors will be key to the success of this position.
- (3.) Responsible for recruiting and retaining sponsorships for the Chamber's events and programs. Included in this responsibility is the task of supplying the investors with reports detailing the value of their sponsorship.

#### **Major Responsibilities:**

- (1.) *Membership* – Responsible for the strategies associated with membership growth and retention. Responsible for maintaining membership at a level that ensures necessary income for the operation of the organization. Actively advocating for the members, their needs and providing services that provide value. Promotes to the membership active engagement in Chamber activities and is the face of the Chamber while actively participating in events and programs.
- (2.) *Program and Service Work* – Responsible for identification of Chamber member needs and for the preparation of a program of work designed to meet these needs. This involves a constant evaluation of the services of the Chamber, a system of measuring progress toward attainment of goals, while recommending adjustments as member evolving needs are identified and trends are analyzed.
- (3.) *Communications and Branding* –Responsible for implementing and managing the strategies of the Chamber's communications so that the Chamber's purpose and value are clearly demonstrated to its members and the community. Ensures the Chamber's brand is current and relevant and manages the graphic standards. Work closely with Staff Writer and Executive Team on High Level Investor communications.
- (4.) *Staff* – In consultation with the CEO of TraverseCONNECT, responsible for staff assigned to the Chamber, the assignment of their duties and the supervision of their work. As indicated by the program of work, creates such departments as are needed to implement the programs. Develops and conducts continuing on-the-job training programs and will ensure participation in professional conferences, seminars, and institutes as are needed to develop and maintain operations at a peak of efficiency.
- (5.) *Interpretation of Policy* – Ensures that Chamber policy, as established by the board, is properly recorded in minutes, and indexed in the policy manual. Assists the board, committees, members, and the staff in

interpretation of policy in relations to any given questions or program.

- (6.) *Long-Range Planning* – Under a constantly evolving board of directors and annual change in officers, is responsible for maintaining continuity and consistency in the Chamber’s strategic plan so that it continues providing value to its members. Through strategic planning and based on proper research of member needs, anticipates emerging and long-range opportunities, and recommends adjustments as needed.
- (7.) Performs other duties as assigned or necessary.

**Most Important Contacts:**

- (1.) *With relation to the board of directors* – Maintains the respect and confidence of the board, individually and collectively. Is responsible for preparation of agenda, maintenance of board minutes and records, carrying out the plans and programs of the board in accordance with established policies, serves as representative of the board for all contacts with the Chamber staff, initiates programs for consideration by the board, and advises the board on all matters under consideration.
- (2.) *With relation to Chamber members* – Motivates members to support, personally and financially, an aggressive Chamber program. Analyzes and interprets the needs of members and recommends revisions in the program of work accordingly to render increasing improved service and assistance that will make membership more valuable. Entertains suggestions, proposals, and requests from the members and translates them into action consistent with the fundamental objectives and policies of the chamber. Renders such personal service to members as the occasion may require and time may allow.

**Qualifications:**

- Undergraduate degree required; advanced degree a plus
- 5+ years of related experience and demonstrated leadership ability
- Self starter, self motivator, self accountability
- Proven ability to work within budgets
- Board management and committee management experience
- A motivator and advocate with genuine interest and passion for the growth of businesses and the local community
- Demonstrated, strong relationship building skills
- Outstanding written and verbal communications skills, with strong story telling ability
- Familiarity with variety of digital and print communications tools and strategies
- Current and valid driver's license

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and listen. This position is very active and is frequently required to stand, walk, use hands to handle or feel objects, and reach with hands and arms. The employee must occasionally lift and move items up to or in excess of 10 pounds.

**Position Type/Expected Hours of Work:**

This is a full-time position, and general hours of work and days are Monday through Friday, 8:00 a.m. to 5:00 p.m. This position regularly requires longer hours, including earlier start times and/or later end times, and occasional weekend work.

**Other Duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

## **LEADERSHIP CHARACTERISTICS**

### **Making Complex Decisions**

Can solve even the toughest and most complex problems; great at gleaming meaning from whatever data is available; is a quick study of the new and different; adds personal wisdom and experience to arrive at the best conclusion and solution, given the situation; uses multiple problem-solving tools and techniques.

### **Creating the New and Different**

Is able to come up with the next great breakthrough thing to do; is creative, visionary, and can manage innovation; is an effective strategist full of ideas and possibilities; sees multiple futures; has broad interests and knowledge; can both create and bring exciting ideas to market; comfortable speculating about alternative futures without all of the data.

### **Getting Work Done Through Others**

Manages people well; gets the most and best out of the people he/she has; sets and communicates guiding goals; measures accomplishments, holds people accountable, and gives useful feedback; delegates and develops; keeps people informed; provides coaching for today and for the future.

### **Dealing with Trouble**

Fearlessly takes on all issues, challenges, and people; comfortably confronts and works through conflict; delivers negative feedback and messages without hesitation; deals promptly and fairly with problem performers; lets everyone know where they stand; thrives in crises and is energized by tough challenges; not afraid to make negative decisions and take tough action; challenges the status quo.

### **Managing Diverse Relationships**

Relates well to a wide variety of diverse styles, types, and classes; open to differences; effective up, down, sideways, inside, and outside; builds diverse networks; quick to find common ground; treats differences fairly and equitably; treats everyone as a preferred customer.

### **Inspiring Others**

Is skilled at getting individuals, teams, and an entire organization to perform at a higher level and to embrace change; negotiates skillfully to achieve a fair outcome or promote a common cause; communicates a compelling vision and is committed to what needs to be done; inspires others; builds motivated, high-performing teams; understands what motivates different people.

### **Acting with Honor and Character**

Is a person of high character; is consistent and acts in line with a clear and visible set of values and beliefs; deals and talks straight; walks his/her talk; is direct and truthful but at the same time can keep confidences.