

Executive Director

Land O' Lakes Chamber of Commerce

Position Summary

The Land O' Lakes Chamber of Commerce is seeking an experienced, energetic and dynamic Executive Director. The successful applicant will support area businesses while displaying vision and the ability to lead the Chamber.

The Executive Director of the Land O' Lakes Chamber of Commerce serves as a representative of the community and its business members. They provide leadership in the fulfillment of the Chamber's mission to increase the prosperity of the Land O' Lakes region through promotion of local opportunities and support of the business community.

Job Duties & Responsibilities

Financial Management

- Oversee the general finances of the Chamber.
- With approval of the board, develop an annual budget for the Chamber's operations that delineates projected revenues and expenses and a projected net profit as appropriate.
- Lead, direct and develop the Chamber's fund-raising strategies and capital campaigns.
- Monitor the Chamber's fiscal condition in partnership with the Board Treasurer.

Marketing

- Plan and direct advertising and marketing of in support of the community and member businesses.
- Develop a yearly marketing plan.
- Serve as the media liaison for the Chamber.
- Create content for and maintain current information on the Chamber website.
- Plan and oversee social media marketing.
- Create cooperative advertising opportunities for members.
- Create content for and oversee production of the yearly Visitor Guide.

Membership Development and Services

- Seek out opportunities to increase membership.
- Maintain regular contact with member businesses through mailings, email, and in-person contact. Become familiar with member businesses and their products. Gain membership perspectives on Board of Directors issues and decisions.
- Create promotional opportunities for member businesses.
- Develop and promote membership events including learning workshops and networking opportunities

Events

- Maintain a calendar of events including both those offered by the Chamber and those offered by community organizations and businesses.
- Provide guidance and oversight for Chamber sponsored events.
- Provide marketing and other support, as appropriate, for events offered by community organizations and businesses.
- Maintain detailed budgets for Chamber events.

Additional Duties and Responsibilities

- Oversee the day-to-day operations of the Chamber.
- Oversee the response to all on-line, emailed, in-person, or phone-in inquiries.
- Work with the Board President to prepare agendas and materials for Board meetings.
- Develop goals and objectives for recommendation to the Board.
- Develop and update the Chamber policies and procedures manual.
- Represent the Chamber at business and community events.
- Build partnerships with other organizations.
- Support the Chamber Board members.
- Direct the annual and long-term planning process.
- Operate within and advance the policies of the Chamber.
- Maintain open communication with the Board, and work with the Board in the governance of the Chamber; bring issues to the Board in a timely fashion.
- Oversee the maintenance and cleanliness of the Chamber building.
- Other duties as assigned.

Skills

It is required that the Executive Director:

- has excellent professional communication skills, including written and speaking skills, strong listening skills, and the ability to make presentations to groups,
- has strong organizational skills, including the ability to plan, organize, and set long-term strategy with an appropriate work plan to accomplish it,
- be able to work collaboratively and positively with others of diverse backgrounds, opinions, and needs,
- be able to independently identify and resolve problems or make recommendations to the Board of Directors about resolution options,
- must be able to apply sound problem-solving skills and make decisions that reflect the best interest of the organization,
- be computer literate and able to use software functions such as email, word processing, budgeting, and spreadsheets, and
- be internet literate and able to manage social media accounts, edit web pages, and determine the efficacy of online marketing efforts.

Qualifications

The ideal candidate will have many of the following qualifications

- A bachelor's degree or equivalent
- Marketing experience, especially digital marketing
- Previous work with a Chamber of Commerce or similar organization
- Familiarity with the Land O' Lakes Community
- Experience managing events
- Computer knowledge

Compensation and Benefits

- Annual Salary - \$41,000 to \$46,000
- Two weeks paid vacation first year, three weeks after three years.
- Paid holidays as follow: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day

Hours

- Exempt employee status
- Full-time, typically 9 am to 2 pm Monday – Friday on site, with remaining hours flexible

Oversight

The Executive Director reports to the Chamber Board of Directors through the Board President.

Physical Requirements

While performing the duties of this position, the employee is regularly required to talk or hear. The employee is occasionally required to stand, walk, sit, use hands to finger, handle or feel; reach with hands and arms; and stoop, kneel or crouch. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and distance vision.

Work Environment

While performing most of the essential functions of this job, the employee is usually indoors, in a controlled environment, and experiences a moderate noise level in the work environment. Light travel is required. The Executive Director must have a valid driver's license and access to a reliable automobile.

How to Apply

Interested candidates should provide a letter of interest and résumé via email to:

info@lolchamber.org

Additionally, candidates should be ready to provide, upon request, three letters of reference.