

**Position:** Director of Communications & Member Relations

**Reports to:** CEO/President

**Status:** Non-exempt, 40 hours a week (schedule fluctuates depending on events)

**Job Description:** This position requires excellent writing and editing skills, ability to manage multiple projects (events) and deadlines simultaneously, ability to self-manage priorities, work flow and time, strong customer service orientation, ability to work in a team environment strong verbal presentation skills, sales skills and ability to maintain some flexibility in the work schedule, with some evening/weekend work required for monthly events and special events, etc..

**Required Skill Sets/Qualifications:** Demonstrated ability to develop and implement communication strategy, demonstrated success in communication management, intense sense of urgency, professional and mature attitude (remain calm under pressure), excellent verbal and written communication skills, excellent customer service, excellent influencing skills and ability to develop and maintain good relationships, knowledge and/or experience in organization management helpful. Bachelor's degree from a four-year College or university preferred or three to five years related experience and/or training; or equivalent of education and experience.

*The following is a list of major duties and responsibilities for this position along with certain supportive duties. It is not all-inclusive. Other duties and responsibilities may be added and in addition, management, as appropriate, may modify this job description.*

### **Job Responsibilities – Communications and Monthly Events**

Chamber Website – Update and maintain current information posted on the website (approve events, post upcoming events, upload flyers and sponsorship forms).

Produce Weekly E-News – Weekly electronic newsletter is a primary source of communications to our members. Duties include, collecting materials, drafting stories, uploading photos, proof reading, up-keep of data base, ad sales for Enews Sponsorships and tracking open rates. Produce monthly editorial (Debbie's Column) for Village Life Newspaper.

Business Directory – Responsible for overseeing business directory production, from announce to membership, collaborating with Publisher, managing timeline and proof reading.

Ambassador Chair – Recruit, supervise and run all aspects of the Chamber Ambassador Team.

Marketing/Selling – Accountable for marketing and selling of sponsorships, advertising for various events, Enews, web site banner ads and more.

Selling/Maintaining Memberships – Responsible for new member sales, collections and coordination of 1–2-year Retention Program. Responsible for onboarding new members.

Coordination of monthly Chamber Events – analyzes event schedules and develops short and long-term strategy for resources and communications. Assess event objectives and determine most cost-effective means to deliver results. (Load, transport and set-up for all monthly events; banners, sound system, supplies, etc.)

1. Business Connects Luncheons – Coordination with sponsors, facilities, caterers and speakers. Coordination of reservations with on-line systems, prepare materials to hand out to attendees, create monthly calendar, list of new and renewing members and prepare agenda with script for Chairman of the Board. Obtain sponsorships through the year.
2. Business Connects Mixers – Monthly coordination to obtaining licensing and advise the hosts on the event details. Contact insurance company to add the hot location to the Chamber's insurance coverage for the event. Secure hosts (preferably) for each calendar year.
3. Member Orientation – Coordinate each quarter – 5<sup>th</sup> Wednesday of the month. Send invitations to new members, follow up phone call, take reservations and provide material and co-run the event with the Chamber Team.
4. Ribbon Cuttings/Grand Openings – schedule and facilitate, notify members and Ambassadors, take photos, invite elected officials, share on social media channels
5. Coffee & Commerce – coordinate with Mimosa House, promote through ENews, take reservations and attend.

#### Other Responsibilities & Contributions

1. Compile and assemble information packets for new members and prospective members. Update drip campaigns for those new members who chose that over hard copies mailed.
2. Compile and assemble relocation packets with current information.
3. Obtain sponsorships for all events.
4. Participate in meetings and brainstorming groups for special projects.
5. Attends all Chamber events and serve as Chamber representative to the guests and answer concerns and question of members.
6. Remain positive, enthusiastic, flexible, creative and willing to learn on all aspects of the job.
7. Stay interested and involved in public policy and community issues.
8. Assist CWC staff with walk-in visitors and potential members, providing relevant information, publications and sales of CWC merchandise upon request. May be required to work an occasional Saturday or Sunday.

#### Additional Duties:

1. Input accurate data into Atlas data base, including member contacts.

2. Oversee collection of delayed renewals of accounts (delinquents). Perform courtesy calls to these members, 30, 60 and 90 days.
3. Complete prospective member leads and follow up.
4. Make on-n-one membership retention calls on a weekly basis (as noted in the retention plan.)
5. Handle phone, emails and walk-in requests for information and assistance from Chamber member and public.
6. Work as a team to plan, organize and implement Chamber events and programs, including month luncheons, mixers and annual events. Interact with other Chamber employees and volunteers.
7. Perform sales of non-dues revenue streams, including by not limited to, event sponsorships and advertising.
8. Advise member of new programs, events and services offered by the Chamber.
9. Attend classes and stay informed on current Chamber trends.
10. Support CEO/President by performing administrative duties and special projects assigned. Prepare reports and correspondence as may be required by the CEO/President.

\$26.00/hour depending on experience