



Executive Director – Job Description

Position Summary:

The Executive Director is responsible for assisting the Huntersville Regional Chamber Board of Directors in fulfilling the objectives and mission of the Chamber. The Executive Director acts as the liaison for the Chamber with other organizations, chamber membership, staff and the community. A large emphasis is on what makes the Huntersville Regional Chamber unique, working to develop personal connections and partnerships among our members and within the community. Creating marketing opportunities that benefit the members/businesses is a continuous effort.

The Executive Director shall serve as the administrator for daily functions of the organization and shall have day-to-day authority for its overall operation. He/she is considered part of the Leadership Team; recommending and participating in the formulation of the Chamber's goals, objectives, strategic plans, programs, policies and budget. He/she guides and directs all programs and activities of the organization.

Duties & Responsibilities:

Chamber Development

- In conjunction with the Board, the Executive Director will devise and implement a strategic plan and annual program of work to advance the Chamber's mission, this includes: events, goals and dates, membership targets, communications and yearly calendar.
- Responsible for directing the overall operation of the Chamber in such a manner as to ensure its legal integrity, financial security and operational efficiency. Works with the Board of Directors to develop and monitor a long range, strategic plan for the organization. Executes all decisions of the Board of Directors consistent with the strategic plan and annual budget.
- Work with the Chair to prepare agendas and materials for the Board and other Committee meetings

Board Relations

- All duties shall be carried out in accordance with the Bylaws and the policies and objectives established by the Board of Directors.
- Build and maintain strong relationships and communications with the Board of Directors.
- Provide necessary leadership to garner full engagement of board members.
- Plan and organize Committee and Board Meetings and coordinate plans and agenda for these meetings.

Membership Relations

- Expected to be the lead recruiter of prospective members and lead driver for retention of existing members. Expected to coordinate with Membership Committee chair and Board of Directors to drive membership growth through relationships and quality programs. Maintains a high level of professionalism, follow-up of prospective members, proactive communication and prompt responses to all communication.
- Development and retention of current and future membership prospects.
- Keep consistent, strong lines of communication open between all parties, with a special emphasis on member input and feedback, and community and tourism related groups and individuals.
- Facilitate, oversee and implement membership meetings, membership campaigns, member visits and new member welcomes as necessary.

Events

- The Executive Director will present event opportunities to the Board of Directors and will oversee all event preparation, utilizing both Board Members and volunteers to carry out event objectives.
- Responsible for coordinating and executing all events in conjunction with designated committee chairs. Responsible for recruiting committee chairs and members.
- The Director will work to garner community support as well as a sponsorship for events as needed. Each new and existing event must include a budget and receive approval from the Board of Directors. The Executive Director will lead, direct and develop Chamber's fund-raising strategies and campaigns.

External Relationships

- As much as possible, attend meetings of groups of organizations that share common priorities, including and not limited to businesses and organizations that impact the Huntersville Regional Chamber.
- Establishes and maintains good working relationships with related trade associations and public bodies. Serves with the President as the chief spokesperson on matters related to the association as well as the industry in general.
- Retains outside professional services where and when appropriate to assist and support the ongoing activities and objectives of the organization. Such services may include legal counsel, accounting firms and public relations firms.

Public Policy

- The Executive Director must be informed on local, state and federal issues and actions by agencies that may affect the membership or community.
- The Executive Director is responsible for making recommendations to the Board of Directors on possible action on these issues.

Public Relations

- The Executive Director is responsible for the reputation of the Huntersville Regional Chamber within the community and greater area and is the chief salesperson for the organization and responsible for all media contact.
- The Executive Director will build and maintain positive relationships with all media outlets and will utilize every opportunity presented to further the mission of the Chamber.

Other

- Create advertising and marketing materials as necessary to heighten the Huntersville Regional Chamber.
- Prepare, execute and track the Chamber communications and calendar, and maintain a consistent print, online and social media presence and update/maintain the website as necessary.
- Establishes administrative policies and procedures designed to ensure efficient operation.