



Perth & District Chamber of Commerce Executive Director Position Description

Position:	Executive Director
Responsible to:	Chamber Board of Directors
Positions Supervised:	Financial Administrator and Marketing & Events Assistant (both are part-time) Summer Students/Co-Op Placement Students. Volunteer/s (Admin)
Working Relationships:	Chamber Members Chamber President Board of Directors Chamber sub-committees and Working Groups The Town of Perth, TVT and DNE Regional, provincial, and federal Organizations Partnerships and Sponsors Ontario Chamber of Commerce/Canadian Chamber of Commerce
Type:	Permanent Full-time with employment contract
Salary:	\$45,000 to \$55,000 (commensurate with experience)

Ideal Qualifications:

- Post-secondary degree in Business, Public Policy or marketing related field
- Previous experience working within Chamber/Board of Trade or not-for-profit/charity
- Previous experience working with a Board of Directors
- Demonstrated organizational, entrepreneurial, leadership and management ability
- Demonstrated issues management experience
- Experience in staff management
- Excellent oral and written communication skills
- Knowledge of digital marketing tactics, such as SEO, email marketing, etc.
- Excellent critical thinking skills and the ability to exercise good judgement and solve problems quickly and effectively
- Experience working in customer relations

Position Summary:

The Executive Director has the authority to direct the implementation of the organization's programs and services and is responsible for the management of all required fiscal, entrepreneurial and HR responsibilities. A maximum degree of latitude for independent action is exercised within the scope of Chamber policy.

Duties:**Financial**

1. Working with the Treasurer and Bookkeeper to develop annual budgets and business plans for Board approval
2. Ensure that operating results established as a result of the annual budget are achieved, and that the control of expenses and the achievement of revenues are within budget.
3. Works with the treasurer and bookkeeper to prepare monthly reports
4. Maintain complete awareness of the financial, statistical, and accounting records of the organization.

Membership

1. Working with the Membership Committee, responsible for setting and achieving membership goals
2. Tracking and determining why members decide not to renew so that the Chamber may adapt and refocus priorities
3. Working with the Membership Committee: Work towards creating incentives to attract new members

Communications and Marketing

1. Develop, support, and promote the Festival of the Maples virtual platform including messaging, social media content creation and media outreach.
2. Develop and disseminate public relations materials that increase the Chamber's visibility among stakeholders and community partners.
3. Build and maintain relationships with website designer, community partners, members, sponsors, and the media.
4. Identify target audiences and create strategies to effectively engage them through paid media.
5. Ensure digital marketing content aligns with the Chamber branding identity and messaging.
6. Create social media marketing campaigns to promote our members
7. Track and collect visitor data to the festival and Chamber websites.
8. Creates and manages the distribution of the Chamber Newsletter
9. Create marketing material to be used for distribution to our members and visitors. (Social Media, Website, Email Marketing)
10. Creates and executes Paid Media and Marketing Strategies

11. Manages the Marketing Budget
12. Maintaining and updating Chamber websites including Festival of the Maples, Lanark Conference, etc.
13. Sets KPI for (Social Media, Web Traffic, Email Newsletters)and provides monthly consistent updates to both the board and the General Manager
14. Creates Quarterly Internal and External Communication Goals
15. Recommends new avenues for the Chamber to explore increasing their reach.

Human resource management

1. Maintain an effective and efficient office environment.
2. Co-ordinate and directs staff and ensure staffing is consistent with Chamber requirements.
3. Provide training and development as required within budgetary framework.
4. Conduct regular staff performance review / goal setting processes.
5. Recruit, select, orient and train staff and volunteers.
6. Track and budget for staff equipment needs annually.
7. Develop job descriptions as required.

Program & Event development

1. Develop, plans, and manages large scale Chamber events to ensure the achievement of Chamber revenue targets. (i.e.) Festival of the Maples, Annual Golf Tournament etc.
2. Create networking opportunities to attract and retain Chamber members.
3. Creates continuing Professional Development Opportunities for members
4. Developing business relationships for sponsorship
5. Communicating with event committees to create effective advertisements for each event
6. Creating sales opportunities for future events and Chamber publications during client liaisons and during events
7. Engage Chamber members in volunteer and networking opportunities.
8. Ensure volunteer committees are supported by staff.
9. Develop Event Communications and Marketing Plans including performance measurement metrics and requirements for success.
10. Follow up with Sponsors and Participants to say thank you for their support.

Community relations, partnerships and sponsorships

1. Manage the profile within the community by protecting and maintaining the Chamber brand.
2. Manage the Chamber's internal and external communications.
3. Act as Chamber spokesperson as required.
4. Develop and maintains key partnerships with local and regional organizations and agencies.
 - a. Carleton Place and Smiths Falls Chamber of Commerce
 - b. Small Business Advisory Committee
 - c. Lanark County

- d. Algonquin College
 - e. Perth Working Group and EcDev Partners
 - f. Perth & District Community Foundation
5. Identify, develop, and maintain effective sponsorship opportunities and relationships.

Policy, planning and Board support

1. Participates in the Ontario Chamber of Commerce network
2. Plans and directs annual Chamber programs and services that meet the short, medium- and long-term goals of the Chamber, in consultation with the Board of Directors.
3. Formulates and recommends to the Board policy resolutions that are provincial and national in scope, as per local requirements.
4. Plans and develops short, medium- and long-term strategic planning initiatives in consultation with the Board of Directors and Policy Committee.
5. Updates Chamber policy manuals along with the Marketing and Communications Coordinator
6. Attends all Board meetings.