

Vice President of Marketing and Operation

Job Description

Position Title: Vice President of Marketing and Operations
Reports to: President and CEO
Status: Full-time, Exempt
Benefits: Paid time off / Health Care Stipend
Vehicle Required: Yes
Estimated hours per week: 40+
Position Salary Range: \$45 - \$59K, plus bonus pay/commission

General Responsibilities

The Director is responsible for membership, fund raising, corporate sales, including Chairman's Circle, sponsorships and advertising. This position implements strategic direction for the organization's revenue growth. The Director will develop and direct the annual planning and execution of activities within the department relating to revenue growth, revenue retention and the identification of prospects. The position also oversees events, advocacy activities, communications and supporting functions related to the above duties.

Responsibilities

1. Contact, acquire and sell new Chamber memberships, advertising packages and sponsorships to businesses and organizations located throughout the region.
2. Schedule appointments and personal visits with prospective companies.
3. Achieve budgeted revenue goals
4. Actively seeks new business leads and follows up as appropriate
5. Ensure all sales processes are integrated and strategic, support strategic plan objectives, create brand position, adhere to brand standards and an effective expenditures of resources
6. Develop objectives and research-based strategies for prospecting businesses
7. Provide sales skills and expertise to the Chamber's staff and volunteers by building, developing, leading and managing various teams capable of carrying out the necessary and expected sales strategies and goals
8. Maintain accurate statistics and data on all on marketing programs and efforts, provide reporting and analysis of membership sales and associated activities and programs for both the CEO and board of director's as requested
9. Cultivate and maintain an extensive knowledge of all Chamber programs, services, initiatives and activities
10. Closely monitor industry trends and local issues impacting the Chamber
11. Actively plan and execute Chamber events and programs
12. Cultivate relationships in order to upgrade current investment levels with members to higher levels of membership as well as bundling up services to increase sales
13. Works renewal accounts and targeted major accounts
14. Assists Chamber members in taking full advantage of their membership including participation (attendance and volunteerism) and retention in the Chamber
15. Staff liaison to various volunteer committees and task forces
16. Oversee and supervision all communications to members
17. Ensure the integrity of membership/prospect database, including billing procedures and receivables

18. Represents the Chamber in a professional manner
19. Perform other job duties as assigned by the President/CEO

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and/or Experience

Bachelor's Degree from a four-year college or university preferred or the equivalent combination of work experience. Five years minimum in event/fundraising planning/membership sales or similar field desired.

Language Skills

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or government regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

Mathematical Skills

- Budgeting and fiscal skills.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportion, percentages, as applicable to event budgeting, membership, and financial controls.

Reasoning Ability

- Exercise sound judgment and decision-making.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

Computer Skills

- Proficient in Microsoft Word, Excel, Outlook.
- Ability to learn and function in ChamberNation, Constant Contact and Facebook or other digital platforms
- Other Skills and Abilities
Excellent organizational skills.
- Strong customer service background and/or experience.

Other Qualifications

- Ability to supervise events on-site including setup and teardown.
- Flexible hours required.
- Attendance at after-hours Chamber functions is required.
- Routine local travel required.
- Chamber trips to out-of-state for workshops and conventions as assigned.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is frequently required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crouch and/or crawl. May be requested to lift materials of up to 35 lbs.

Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate via verbal, audible and written means. The position requires frequent off-site travel.

Compensation and Employee Benefits

Salary is commensurate with experience and is structured with minimal base and commission. Benefits include paid holidays and personal time off policy, reimbursement of business travel, professional development and training. The Chamber strives to provide compensation at market rates when compared to like organizations.

The Chamber is an Equal Opportunity Employer.