

**HOUGHTON LAKE CHAMBER OF COMMERCE  
EXECUTIVE DIRECTOR JOB DESCRIPTION**

**PURPOSE OF THE POSITION:** The Executive Director of the Houghton Lake Chamber of Commerce is responsible for the implementation and achievement of the objectives approved by the Board of Directors, maintaining and improving the Chamber's financial stability, increasing membership and representing the Chamber to various other organizations. It is imperative that the Executive Director represent the Chamber in a professional and positive manner at all times.

**ESSENTIAL JOB RESPONSIBILITIES**

**1) MEMBERSHIP RETENTION AND GROWTH**

- a. Communicate with existing & new businesses to increase membership, hear business concerns, and encourage active participation in Chamber events.
- b. Establish a personal rapport with potential and current members through regular phone calls and visits.
- c. Maintain updated list of current membership with necessary contact information.
- d. Set goals with the board for acquiring new members and provide a monthly report to the board on the status of those activities
- e. Conduct an annual survey of the members and report the findings to the board.
- f. Present an outline at the monthly board meetings of new members and lost members, as well as pending members and how many membership packets were distributed.
- g. Prepare a Top 25 Business Owners in the community list and schedule meetings with these owners to discuss the Chamber and develop an understanding of their view of the Chamber.

**2) ADMINISTRATION & FINANCE**

- a. Assist with the preparation of the annual budget, purchase all services and supplies necessary to operate the chamber within budgetary limits. Budgets may not be exceeded without board approval.
- b. Accuracy and integrity of the financial statements is the responsibility of the Chamber Executive Director. Develop an understanding of the Chamber's accounting system including the chart of accounts, the Quickbooks program, and basic accounting & budgetary principles, and work in conjunction with the Chamber's contract bookkeeper. Financial reports will be reviewed for accuracy by the Executive Director, Treasurer, Board President, and Office Manager prior to the monthly board meetings.
- c. Monitor member dues receivables. Mail out Membership invoices by May 1 and first reminder notices by June 1. If a member does not respond with payment by July 1<sup>st</sup>, then it is the responsibility of the Executive Director to call or schedule a member visit to discuss the delinquent payment issue. If delinquency persists and no payment is received by July 15<sup>th</sup> then members name is to be removed from the website and other membership lists, e-mails, documentation, etc.
- d. Prepare agendas, appropriate financial reports and other attachments for the monthly board meeting.
- e. Maintain a functional office with special emphasis on promoting a business environment.
- f. Oversee the maintenance, repair and management of the Chamber office. Executive Director will have up to \$250 in discretionary spending within the parameters of the budget. Any spending over \$250 will require approval of the Executive Board.

- g. Oversee the day to day management and goal setting of the Chamber staff to include disciplinary actions and annual review. Office staff review(s) will be completed and presented at the April board meeting.
- h. Work with the board in identifying fund raising activities or sources of funds for the Chamber.
- i. Manage the amount of retail merchandise in the office, to include the maintaining and controlling of the merchandise budget, controlling excess inventory, and liquidation of excess inventory.
- j. Consult with the Personnel Committee on any actions which appear to conflict with this job description.

### **3) EVENT COORDINATION & DEVELOPMENT**

- a. Responsible for the coordination and development of all Chamber events. Assist the board in the design and execution of the projects and events to enhance the community and encourage trade, tourism, and industry in Houghton Lake. Assist committee co-chairs with critical timelines and provide necessary and appropriate support. Participate in all Chamber sponsored events.
- b. Coordinate and attend ribbon cuttings, open houses, Business After Hours, Wake Ups with Houghton Lake and other Chamber Events.
- c. Maintain and update program binders for each of the Chamber's major events. Make sure upcoming year's committee chairs have access to these binders.

### **4) COMMUNITY LIAISON / OUTREACH**

- a. Develop and maintain beneficial relationships with other organizations including the Houghton Lake Merchant's Association, the Houghton Lake Area Tourism Bureau, and other organizations vital to the economic welfare of the Houghton Lake area.
- b. Schedule and/or attend meetings of various groups within the business community when such meetings may involve or affect the purpose and function of the Chamber or projects related to the Chamber. Report involvement/developments to the board. Attend conferences, seminars, and other agency meetings approved by the board or executive committee.
- c. All meetings, conferences, seminars, etc. will receive approval by the Executive Committee prior to attending.

### **5) PUBLIC RELATIONS AND MARKETING**

- a. Perform public relations duties and public speaking related to the Chamber's interests.
- b. Assist with the gathering, writing, publishing and distribution of a monthly electronic newsletter.
- c. Assist with the maintenance of the Chamber's website and community calendar. Distribute that information through various means such as a monthly newsletter, e-mail blasts; fax blasts, etc.
- d. Issue press releases and letters to the local press, business clients, and public officials. Executive Board approval must be sought prior to the release of any announcements by the Chamber.
- e. Develop publications, brochures, member materials, and promotional literature for the Chamber.
- f. Seek opportunities to list Chamber tourism and business events in calendars, appropriate publications, and websites. Develop cooperative with other Chambers throughout the state to promote Chamber events.

### **6) COMMUNICATION**

- a. Maintain open lines of communication with the Board on any matters, issues, problems, etc. involving the Chamber, Chamber members, and/or the business community.