

POSITION DESCRIPTION

Class Title: Assistant Director
Department: Chamber of Commerce
Date: April 13, 2015

GENERAL PURPOSE

The role of the Assistant Director is to work in conjunction with the Executive Director of the Wytheville-Wythe-Bland Chamber of Commerce to provide professional staff support to implement the goals set by the Board of Directors.

SUPERVISION RECEIVED

The Assistant Director is directly supervised by the Executive Director of the Wytheville-Wythe-Bland Chamber of Commerce and is expected to work without constant direction, however, within the framework and goals of the position.

SUPERVISION EXERCISED

Only as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The core duties and responsibilities of the Assistant Director position include, but are not limited to, the following:

- Implements and promotes the goals and objectives of the Chamber
- Greets visitors to the Chamber office, answers and fields incoming phone calls with exceptional customer service and communication skills
- Provides necessary assistance to established committees, round table, and focus groups including attending meetings
- Ensures that all Chamber documents, minutes and correspondence are proficiently updated to insure completeness and maintains adequate records of all transactions and correspondence
- Operates with respect to the current approved budget
- Updates the Chamber's website and other media outreach
- Compiles and assembles information for new member packets; facilitates and sells new membership by developing leads, making cold calls and actively seeking new businesses and following up appropriately
- Assists with membership renewal invoices and past due letters; conducts membership retention calls; assists in retention efforts through the collection of past due memberships; maintain a 95% retention rate
- Identifies and assesses member needs

- Seeks and updates current information on members and potential members of the Chamber
- Advises membership on new programs, events and services the Chamber has available
- Ensures Chamber growth by aggressively promoting available programs and services
- Assists leadership of new and existing businesses with growth, educational and networking opportunities
- Provides coordination of planning, scheduling, marketing, promoting, registering, executing and staging of all events and activities
- Recruits sponsors and vendors for appropriate events
- Identifies appropriate information and designs newsletters, flyers and other publications printed and distributed by the Chamber of Commerce seeking final approval from Executive Director
- Participates in Chamber activities and encourages partnerships with other organizations
- Prepares ongoing effective communication with members and the community by providing e-blasts and media releases
- Maintains basic and current knowledge of the businesses and communities of Bland and Wythe Counties and displays a strong commitment to the Chamber and community
- Strives continually to develop a better public understanding of the purpose and functions of the Chamber
- Displays solid work ethic and etiquette
- Works to identify, develop and refine Chamber services on a continual basis
- Constantly upgrades abilities, quality and knowledge necessary for fulfilling the position
- Other duties as assigned

EDUCATION AND EXPERIENCE

- Graduation from a high school or GED equivalent
- Specialized training in organizational management, office practices, marketing, sales and/or two years of increasingly responsible related experience, or any equivalent combination of related education and experience

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES

- Position requires a working knowledge of non-profit organizational management
- Self-starting nature, strong motivation, creative, friendly, energetic, courteous, dependable, attentive and ability to successfully operate without close supervision and instruction
- Strong written, oral and digital communication skills
- Exceptional customer service
- Sales, marketing, design and publishing experience
- Outstanding proofreading skills

