



Wells Area Chamber of Commerce

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Job Description for the Wells Area Chamber of Commerce Executive Director

General:

As the Wells Area Chamber of Commerce, our goal is to promote Wells and the surrounding areas to attract visitors and new residents, as well as sustain a vibrant and active community for our current residents and businesses. The WACC's Executive Director is considered the face of the Chamber. He/she has the most consistent and direct contact with all past, current and potential Chamber Members. He/she is also responsible for promoting the chamber to the general public. Because of their prominent role in the public eye, the Executive Director should be friendly, presentable, and always willing to meet new people. This role comes with high expectations to remain active with our membership as well as all potential members, and to be able to work well in a group setting (i.e. with the board of directors). The Executive Director needs to be self-motivated and organized to keep up with scheduled timelines and be prepared for all events.

Daily, Weekly & Monthly Office Tasks:

- Check mail at PO Box & entrance drop box
- Respond to email and voicemails
- Reconcile Bank Statements, pay bills, and update QuickBooks
- Prepare meeting documents (minutes, agenda, treasurer report) and attend all meetings
- Sell and Promote Chamber Bucks
- Update social media accounts and send out emails as necessary regarding upcoming events
- Print and prepare all mailings (SITC registration, Kernels parade/donor letters, luncheon invitations, etc)
- Keep detailed documents/spreadsheets of memberships, event expenses, etc
- Always promote the Chamber and our local businesses/members

- Collaborate with the Board of Directors on multiple levels including new and existing ideas and events
- Keep the office tidy, presentable, and clean (this also includes decorating for different events and holidays)
- Be able to take direction from the Board of Directors

Tasks Related to Specific Events:

Some of our biggest annual events occur outside of regular office hours. The director is responsible in assisting with these events after hours along with assistance of the board:

- For all events:
 - Send Invitations/registration forms/mailings
 - Set up Advertising
 - Stay on Task with to do items prior to the event
 - Promote the event
- Summer In The City
 - Set up, work event, tear down
 - Solicit vendors and entertainment
- Kernel Days Weekend
 - Be available to help and work the weekend
 - Set up scheduling for tent workers
- Vegas Night
 - Set up, work event, tear down
 - Sell raffle tickets and solicit auction items
 - Coordinate event workers and catering
- Wells Does It Bright
 - Line up all necessary entertainment
 - Be available at the Chamber Office
 - Organize community center events
- Winter Social/Support Staff Luncheon
 - Set up, Work Event, tear down
 - Coordinate decorations and catering
- Ribbon Cuttings
 - Work closely with the new business to work out details
 - Attend Ribbon cuttings with all necessary materials (first dollar, ribbon, scissors)
 - Promote and advertise the event as well as invite media outlets (news/radio)

Tasks relating to Memberships:

The WACC is able to provide the things we do to our business members and community in large part because of the memberships that our business members pay each year. Because they are paying to be a part of our organization, we feel that it is very important to be prevalent and active in our community. Because of that, we feel the following things are necessary of our Executive Director:

- Make in person contact with our members as often as possible or when extra time allows
 - Our goal is to see each paying member once per quarter at the very minimum

- Visit with potential members and encourage them to join the Chamber
 - Keep our potential member packet up to date so it can be presented at any time
 - Encourage Ribbon Cuttings for new and relocating businesses
 - Visit all new businesses upon their opening to extend a show of support from the Chamber
 - Visit with businesses who have been members in the past or who have been in our area for a while but never joined to see how we could entice them to join our organization

- Keep a detailed visit log so the Executive Director and Board of Directors will have an organized place to evaluate where our time is being spent and which members may need further attention.