

# **Executive Director Greater Catonsville Chamber of Commerce Office Job Description**

## **SUMMARY:**

The Executive Director acts as the chief executive and administrative officer of the Chamber and oversees all the functions of the office and the organization, serving as coordinator, advisor, membership recruiter, and member advocate.

## **AUTHORITY:**

The Executive Director is responsible for implementing the decisions of the Board of Directors and President of the Chamber, and is accountable to the Board and President.

The Executive Director is responsible for ensuring that the Chamber office operates in accordance with the Bylaws. When the Bylaws do not address a situation or procedure, the Executive Director shall act in accordance with the Executive Committee's direction. Suggestions and ideas for activities or projects outside the normal scope of Chamber work, which requires significant staff time or unbudgeted funds shall require the approval of the Board of Directors.

The Executive Director may be supported by a full or part-time paid Assistant/Bookkeeper, contractual (freelance) employees and/or volunteers as circumstances require. The Executive Director is responsible for maintaining employment records and training, supervising, and reviewing office staff members regarding the procedures and expectations of the Chamber.

## **REQUIRED SKILLS:**

The Executive Director holds a high-profile position requiring experience in sales and marketing, member recruitment and retention, customer service and community relations. Office responsibilities demand strong skills in communications, personnel management, and project management, as well as an ability to multitask and maintain calm in a fast-paced environment of tight deadlines and overlapping priorities. Proficiency in using the Microsoft Office suite is required.

## **HOURS:**

As the Executive Director serves as not only office manager but also event coordinator and administrator, the position involves both normal office hours (10 a.m. – 3 p.m.) and evening and weekend meetings and events.

## **RESPONSIBILITIES:**

### **Membership**

The Executive Director is responsible for retaining, recruiting, and maintaining the Chamber's connection with member businesses.

1. *Retain Member Businesses*
  - a. Update database
  - b. Mail monthly renewals
  - c. Call members for past due renewals
  - d. Mail thank you letter when members renew, including new year plate for Membership plaque and decal
  - e. Present monthly membership reports to Chamber Board
2. *Solicit New Members*
  - a. Work with Economic Development committee on keeping track of new and potential businesses coming to Catonsville
  - b. Update new member packet/pocket folder
  - c. Perform cold calls as well as referral visits on a weekly or bi-weekly basis
  - d. Present new member names to board
  - e. Keep new member plaques and new member bags ordered and on hand
  - f. Maintain and update Member Handbook
3. *Visit New & Returning Member Businesses*
  - a. Have "Welcome to Catonsville" baskets ordered and ready
  - b. Once new member has been approved, visit with new member bag
  - c. Visit current members to ascertain member needs

### **Sources of Income**

The Executive Director is responsible for retaining current sources of income as well as developing new resources.

1. *Arts & Crafts Festival*
  - a. Serve as Director/Chair of Festival Committee, oversee volunteer coordinators
  - b. Serve as Director of Operations
    1. Secure all permits
    2. Maintain budget
    3. Approve expenditures
2. *Yearly Chamber Directory*
  - a. Solicit advertising
  - b. Coordinate publication (see Chamber Publications)
3. *Maintain Existing Sources of Income; Seek Out New Sources*
  - a. Sponsorship Program
  - b. Banner Program

## **Chamber Publications**

The Executive Director serves as Chair of the Communications Committee, which consists of a copywriter, a web designer, and a photographer. The Committee meets monthly to oversee the following:

1. *Newsletter*
  - a. Coordinate Publication of Monthly Newsletter
    1. Establish a production schedule
    2. Collect editorial content/work with copywriter
    3. Have photos taken of Chamber events/work with photographer
  - b. Solicit membership for paid inserts as revenue source
  - c. Ready newsletter for mailing
    1. Stuff inserts, staple, apply labels/work with a volunteer team for this task
    2. Take newsletter to post office
2. *Yearly Chamber Directory*
  - a. Coordinate publication of Directory
  - b. Establish a production schedule
  - c. Coordinate editorial content
  - d. Coordinate photographic content:
3. *E-View Newsletter*
  - a. Coordinate Weekly -View Bulletin Board
  - b. Work with web developer to create new E-view from website on-line calendar
4. *Additional Printed Pieces*
  - a. Annual Report
  - b. Taste of Catonsville Program
  - c. Arts & Crafts Program
  - d. Crime Seminar program
5. *Website*
  - a. Work with web developer and copywriter to identify necessary additions/updates
  - b. Attend website committee meetings
  - c. Coordinate communications and support web/content developers as needed

## **Event Coordination**

The Executive Director is responsible for coordinating the Monthly Mixers, Taste of Catonsville, Crab Feast, Business Award events, and Holiday Party.

1. *Event Reservations*
  - a. Track and maintain reservation lists for each event
  - b. Collect and record all event payments
  - c. Delegate tasks to part-time office manager/bookkeeper and supervise as needed
2. *Program Committee Meetings*
  - a. Attend Committee meetings
  - b. Support Committee as consultant and support staff
3. *Event Flyer, Posters, Etc.*
  - a. Coordinate production of promotional pieces for each event
  - b. Print tickets when needed

## **OPERATIONS**

### **Budget**

The Executive Director is responsible for implementing and maintaining the Chamber budget and monitoring income and expenditures.

1. *Development*
  - a. Work with Treasurer and Executive Committee to establish working budget
  - b. Meet regularly with Treasurer and Executive Board to monitor progress
2. *Implementation*
  - a. Maintain accurate records of all income and expenditures
  - b. Ensure expenditures remain within budget
  - c. Receive payments and perform bank deposits
  - d. Assign and review Quickbooks reports to part-time office manager/bookkeeper
  - e. Submit Quickbooks reports to Treasurer

### **Office Management**

The Executive Director is responsible for directing office operations and managing support staff.

1. Supervise and review support staff
  - a. Develop and maintain an office schedule
  - b. Secure reliable daily phone coverage, message-taking and response during office hours (10 am to 3 pm)
  - c. Advocate and coordinate a volunteer program, through work-study for students, community outreach for senior citizens etc.
2. Ensure proper maintenance of office equipment,
3. Maintain supply closet inventory of office supplies, cleaning supplies, etc.
4. Delegate tasks to part-time office manager/bookkeeper and supervise as needed.