



LOVELAND
CHAMBER of COMMERCE

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Position Description: Business and Program Director

Salary \$45,000 + Depending on experience

Direct inquiries to: mmccloughan@loveland.org

Or mail resume to: 5400 Stone Creek Circle, Loveland, CO 80538

Overall Responsibility

Reporting to the President, the Business and Program Director is responsible for a variety of day-to-day program and business operations of the Chamber to ensure the successful implementation of the annual Program of Work developed by the Board of Directors. The Business and Program Director shall act on behalf of the President when the President is unavailable and carry out leadership functions as directed by the President.

Detailed Duties

***Marketing and Technology**

Supporting Goal: Ensure that the Chamber is professionally and adequately represented in the Community, Region and State and on the World Wide Web

Essential duties:

1. Manage and maintain the Chamber's main website (www.loveland.org), including
 - a. Ensure that all general/editorial information posted to the website is complete, keeping it updated as necessary.
 - b. Oversee the content of the chamber website pages and update weekly or as necessary. Ensure that all information posted to the website is complete and current.
 - c. Develop and implement plans and procedures to drive an increased amount of traffic to the site.
 - d. Seek out and utilize the services of new or existing technology-based companies which offer value-added benefits to our members.
 - e. Manages assigned vendors. Meets monthly with the Chamber's website developers while remaining in constant contact (daily or every other day) to ensure that the goals of the site are being achieved.
 - f. With the assistance of other staff, ensure that the site is highly visible in our community and beyond.
 - g. Work with Chamber membership director to seek membership sponsorships (advertising) to ensure the financial success of the site.
2. Manage and maintain the Chamber's weekly e-newsletter including and weekly FOCUS edition in Reporter Herald.
 - a. Secure content contributions on a weekly and monthly basis for both e-news and FOCUS.
 - b. Ensure that profiles/descriptions of members are secured and updated, entered in

- Constant Contact and Chamber Masters, on a monthly/semi-monthly basis as directed.
 - c. With the assistance of other staff, ensure all social media outlets are highly visible in our community and beyond.
 - d. Work with membership director to secure sponsorships (advertising) to ensure the financial success of our marketing program.
 - e. Ensure that all information posted to all the Chamber's social media outlets is complete and current.
 - f. Develop and implement ways in which to drive an increased amount of traffic to the Chamber social media sites.
3. Serve as a resource for staff and Chamber members who have questions regarding the Chamber's involvement with technology issues.

***Program / Events Management**

Supporting Goal: Generate revenue for the Chamber by providing events and networking activities of value to the business community

Essential duties:

1. Works with the Events Coordinator to ensure that events are marketed and managed properly, and net revenue goals are met. Annual events include: Awards Dinner, Valentine Re-mailing program, Dancing with the Stars (DWTS), Golf Tournament, and Old Fashioned Corn Roast Festival.
2. Manage and facilitate monthly programs and work with staff on monthly business after hours, leads groups, Stir young professionals group, and quarterly business before hours.

***Leadership Loveland Program/Leadership Northern Colorado Program**

Supporting Goal: Identify and train emerging leaders for the community.

Essential duties:

1. Manage Leadership Loveland program.

Other:

2. Serve on the LNC steering committee to represent Loveland and participate in the monthly class sessions.

***Governance**

Supporting Goal: To effectively manage the meetings of the governing bodies of the Chamber, specifically the Executive Committee and Board of Directors.

Essential duties:

1. Manage the Annual Board Retreats by working with the President to establish the agenda, set the time and place, arrange meeting facilities, develop support material, notify board members of meeting location and times, make a record of key decisions.
2. Work with President to develop agenda, prepare related documents, coordinate speakers and presentations, maintain records of meetings, maintain current rosters, and notify members of the groups of meeting times and places.

Other:

3. Assist President in the development of Annual Program of Action based on board priorities.

***Internal Operations Management**

Supporting Goal: To ensure operating systems and personnel policies and systems are in place for the effective management of the organization.

Essential duties:

1. Work with staff members on the development of proposals and tactical plans in the areas of revenues, public relations, and member relations that will provide adequate support for all Chamber programs.

Other:

2. Work with President to develop and administer operating systems and procedures to implement, monitor, control, and assure compliance with approved policies, plans, programs, and budgets.
3. As requested by the President, represent the Chamber before civic/community groups to ensure that the public is adequately informed of the Chamber's mission and activities.
4. Bring to the attention of the President any incidences, trends, actions, and events which may impact Chamber members and/or the community.

***Public Policy**

Supporting Goal: To influence public policy for the benefit of the local business community.

Essential duties:

1. Keep abreast of all proposed business-related legislation on the local, state and national level in order to supply information on this legislation to members.
2. Responsible for writing and publishing any legislative updates, and various action bulletins.
3. Continuous study of the local political situation so that any actions contemplated by the Chamber may be evaluated in light of the political situation.
4. Staff the meetings of the Local Legislative Affairs Committee, including planning and arranging for meetings, room reservations and setup, preparing notices sent via email, minutes, reports, writing publicity and other needed materials, refreshments brought in as necessary, and needed speakers are scheduled, supported and recognized. Coordinates orientation of members for the group.
5. Annually manage the update of the Chamber's key policy document.

Other:

6. Coordinate with the President on legislative issues and other projects that may be assigned.
7. Research legislative issues and determine their economic impact on the business community; write position papers to recommend policy for action by the chamber, and makes oral presentations as necessary.
8. Assist the President to develop a plan of action for the Local Legislative Affairs Committee (LLAC) which will emphasize business and professional participation in presenting their viewpoints.
9. Other duties as assigned

***Other Duties as Assigned**

***Accountability, Job Location and Results**

The Business and Program Director will be directly accountable to the President & CEO. S/he works from the Chamber's headquarters building at 5400 Stone Creek Circle, Loveland, CO. 80538. Performance goals will be developed annually and reviewed quarterly.

***Requirements**

Education and Experience: Minimum four-year degree with one year of applicable work experience or six years of applicable work experience. One year of project management experience required. One year of marketing and communication experience including business related social media experience. Volunteer supervision and committee experience required with staff supervision a plus. Previous Chamber of Commerce experience a plus. Budget management experience preferred.

Knowledge/Skills/Abilities: Ability to deal effectively with the public in a professional manner. Excellent self-management, analytical and organizational skills. Ability to multitask. Excellent written, verbal, and interpersonal skills. Proven public speaking and customer service skills. Budget management skills and knowledge. Advanced computer proficiency and knowledge (skilled in the use of Microsoft Suite and Adobe InDesign with the ability to professionally format documents, import/export database records, create documents and perform mail merge functions, etc.). Ability to learn and become proficient with Chamber database (Chamber Masters). Emotional intelligence and confidentiality skills required. Must be able to use solid judgment, analysis and initiative in resolving issues and meeting goals.

***Working Conditions**

Work Environment: Most work is performed in an office environment. Shared work space possible. When working special events, there is potential for exposure to all weather conditions.

Physical Activities: Sitting, standing, working on a computer, driving, bending, walking and talking on a telephone up to eight hours or more a day. Frequent lifting and carrying of up to 30 pounds without assistance and more with assistance.

Other: Must have a valid Colorado driver's license and insurable driving record. Able to work a flexible schedule including evenings and weekends as required.

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