



Job Description

Title: Director of Membership & Communications

Reports to: Vice President of Business Development

FSLA Status: Full time, exempt

Prepared date: August 22, 2024

Organizational Overview

The mission of the Blowing Rock Chamber of Commerce is “To promote, protect and improve business through the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village”. The Blowing Rock Chamber is a 501(c) 6 not-for-profit membership organization with approximately 550 members and an annual budget of \$900K. The chamber receives no government funding. The current staff is 4.5 FTEs.

Responsibilities

Membership Services

1. Visits new chamber members within 30 days of joining.
2. Sets goals and schedules visits to all existing members at least once annually.
3. Makes calls to members delinquent on dues and ad payments as assigned.
4. Maintains and updates new member recruiting brochures, packets and applications.
5. Recruits new business members. Sets recruiting goals with President / CEO.
6. Seeks innovative avenues to add value to members investment.
7. Plans, promotes, produces, and attends all Business After and Before Hours events with assistance from Chamber Ambassadors.
8. Maintains membership database with assistance from Office Administrator.
Ensures all new members are set up and have received proper welcome materials.
Works with members to ensure member benefits are fully utilized.
9. Plans, schedules and holds quarterly new member orientation and onboarding.
10. Solicits member participation and produces M2M card.
11. Plans, promotes, coordinates and attends all Ribbon Cutting and Grand Opening events.

Communications

1. Prepares and issues press releases to media contacts for membership events.
2. Prepares and publishes Member Happenings (Tuesday) and Village Update (Thursday) and monthly calendar publication in collaboration with VP of Business Development.
3. Produces other e-blast communications as needed.
4. Contributes and manages content for BlowingRockNCChamber.com member website using WordPress. Updates photos and content weekly.
5. Updates and manages Facebook, Instagram and blog postings for the Chamber.
6. Responsible for proofing member information in the *Visitor Information Guide & Business Directory* to ensure that it is current and accurate.
7. Works in collaboration with staff to ensure all messaging is consistent and integrated across all media platforms.

Other / General

1. Assists visitors in the visitor center with lodging, restaurants, attractions, recreation, shopping, hiking trails, directions and general information about the area.
2. Answers phone (secondary) assisting potential visitors, members. Gives directions to travelers, weather reports, special event information, phone numbers, and other general information.
3. Attends and assists with all fundraising events.
4. Works all major tourism events including Art in the Park, WinterFest, Symphony by the Lake and others as directed including set-up, clean-up and other duties as assigned.
5. Functions as Chamber photographer at events. Organizes, files, and maintains all Chamber photos on One Drive.

Qualifications

The ideal candidate for this position will:

1. Possess excellent oral and written communication skills.
2. Skilled in salesmanship.
3. Be articulate and professional in personal presentation.
4. Must be committed to producing exceptional quality work.
5. Must provide outstanding customer service to members and visitors.
6. Have a minimum of two years equivalent experience in communications, business development or related field.
7. Be organized and highly detail oriented.
8. Work well with many people and people groups.
9. Be decisive and possess problem solving skills

10. Be a self-starter capable of working independently, initiating, coordinating and conducting a variety of activities under minimum supervision.
11. Must be a team player committed to communication, cooperation and consensus.
12. Be able to make quick, accurate assessments of situations and people's needs, and by asking pertinent questions, be able to make judgments on how to solve problems.
13. Be competent in WordPress (Website software)
14. Be competent in all Microsoft Office© programs with high proficiency in Excel, Word and Power Point, Canva, and Adobe Suite graphics programs including InDesign© and Photoshop©.

Core Competencies:

- Analytical Design-Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- Problem Solving – Gathers and analyzes information skillfully; Works well in group problem solving situations.
- Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- Technical Skills – Strives to continuously build knowledge and skills; Shares expertise with others.
- Customer Service – Responds to requests for service and assistance.
- Interpersonal Skills – Maintains confidentiality; Remains open to others' ideas and tries new things.
- Oral Communication – Speaks clearly and persuasively in positive and negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Written Communication – Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information.
- Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' point of view; Gives and welcomes feedback; Contributes to building a positive team spirit; Supports everyone's efforts to succeed.
- Visionary Leadership – Inspires respect and trust; Provides vision and inspiration to peers and subordinates.
- Leadership – Inspires and motivates others to perform well.
- Managing People – Improves processes, products and services; Continually works to improve supervisory skills.
- Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Cost Consciousness – Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Ethics – Works with integrity and ethically.

Salary and Benefits

This position is classified as exempt full time. Schedule is flexible. Employee must be available to work occasional weekends, early mornings and nights as required. Benefits include excellent health insurance, dental insurance, vision insurance, retirement plan, paid holidays and vacation and more.